

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVII.

NEW YORK, OCTOBER 5, 1911.

No. 1



OCT 7 1911

GENERAL LIBRARY

WE TAKE PLEASURE IN ANNOUNCING
THAT AFTER OCTOBER NINTH,
NINETEEN HUNDRED AND ELEVEN,

MR. HENRY N. MCKINNEY

OF OUR FIRM WILL RESIDE IN NEW
YORK, GIVING PERSONAL ATTENTION
AND CARE TO THE GROWING INTER-
ESTS OF OUR CLIENTS AND OUR-
SELVES, AS RESIDENT HEAD OF OUR
NEW YORK OFFICE, THIRTEENTH
FLOOR, FIFTH AVENUE BUILDING.

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST

"Put it up to men who know your market."



It makes an Advertising Agent feel that he has really arrived when he finds himself able to say "No" to some big business that may be only financially desirable. FEDERAL turned down \$40,000 in newspaper orders recently, because the business was not in keeping with that of our other clients. It is our belief that the character of an advertising agent can best be judged by the character of his accounts.

Mrs. Anne E. Tomlinson, who is so favorably known to so many dry goods merchants through her association with leading fashion papers, has just been appointed Paris correspondent for FEDERAL, with offices at 7 Rue Scribe. Many of our clients will benefit by this service from the world's fashion capital.

That reminds us of a recent occasion when our London representative, Lloyd & Co., came to the assistance of one of our clients who had only a limited time to dispose of the English rights to a valuable patent. A letter and a cablegram or two closed a very profitable deal that would have been impossible otherwise. FEDERAL Service is more than writing ads and cashing commissions.

Not long ago an advertiser sent to FEDERAL and said he had decided to give us his business after all. "After all"

mean, he had experimented elsewhere and lost his FEDERAL opportunity, for we were forced to decline his business, as his leading competitor had just signed up with us. One account in a line, and that a lead-up, now or soon, is FEDERAL policy.

Some advertisements are like some women—they are so coldly beautiful that they chill you.

Last month Printers' Ink had a big story about English textile advertising, and *LISSUE*, the new handkerchief, was mentioned as one of the most prominent successes over there. FEDERAL was chosen to handle this advertising in America—and we reproduce herewith one of the charming photo studies that are now enlivening the pages of the leading women's publications. Beautiful—but *not* cold.



If you want to start something new, write

Federal Advertising Agency
243-249 West 39th Street, New York
CHICAGO ST. LOUIS CLEVELAND

659.105

P91

v. 77

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1898

VOL. LXXVII. NEW YORK, OCTOBER 5, 1911.

No. 1

THE BIG PROBLEM OF BIG SPACE

A QUESTION THAT EVERY ADVERTISING MAN HAS TO ANSWER SIX DAYS IN THE WEEK IS "HOW LARGE TO MAKE THE AD," WHETHER THE APPROPRIATION SHALL GO IN A BIG SPLURGE IN A FEW MEDIUMS OR WHETHER MORE MODEST ADS SHALL BE USED IN A GREATER NUMBER OF PUBLICATIONS

By John Irving Romer.

When you ask a group of advertisers a question relating to any broad, fundamental phase of advertising, you can count upon a certain percentage of the replies being, "It all depends." Now that is a very safe and sane answer, the only trouble with it being that it leaves you just as wise as you were before. On the other hand, if a man will give you his honest opinion simply insofar as it relates to his own particular business, you are beginning to make progress. You can determine what points of similarity there are between his proposition and your own and how far his judgment may be allowed to influence you.

I recently asked a number of very prominent and successful advertisers for their opinion of the soundness of the following statement appearing in *PRINTERS' INK* from George S. Parker of the Parker Fountain Pen: "Small space in many media is better than large space in few media. The large space craze is merely a typical American craze created by clever magazine solicitors."

The interesting thing about this statement is that it is made without qualifications. It is therefore fair to suppose that Mr. Parker feels pretty deeply on the subject. He believes that advertisers of all kinds and conditions would

do better to divide up their appropriations into smaller units. Now if this is true—or if it is measurably true—it is of maximum importance. I pick up a newspaper or magazine and find that my competitor is using twice the amount of space that I am. I feel that he is making a stronger bid for business than I am. I wonder if he is getting it. The more I consider the matter, the more I am impelled to outdo him at his own game. But in order to do so and at the same time keep out of the bankruptcy courts, I shall have to cut down on my number of mediums.

Now you see how important this question is: If I can be morally sure that my competitor is making a tactical mistake, I will go on using small space and rejoice that he is using up his ammunition in broadsides—which means that there is a great portion of the time when his guns are necessarily silent.

It so happens that I spent terms of seven years each with two advertisers whose policies were diametrically opposed on this point. One of them (the Royal Baking Powder Company) built up its great business with four-inch single-column ads in practically every daily paper and country weekly worth considering. Later the space was cut down to three-inch ads and more mediums put on the list. But this does not mean that the company did not use large space when occasion seemed to demand it. For instance, a competitive situation might call for half-page ads in the daily papers of the Middle West. Or a rival's sampling campaign might have to be met with specially constructed arguments in large space. Or if a new mining section suddenly sprang up in some part of the

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country special work was called for because miners are great users of baking powder foods, breads, biscuits, etc., on account of their convenience. But small space was the backbone of the campaign and the little, never-failing, daily reminder was the basic means by which a great business was built up from a small start in a little Fort Wayne drug store.

Again, when I became advertising manager of the Aeolian Company, the trade situation was so different as to call for a directly opposite method of treatment. There was an innate public prejudice against a musical instrument played by perforated music rolls. People were familiar with blind beggars at street corners who operated wheezy contraptions played with paper rolls. Originally, the Aeolian Company made an organ played on this principle. So long as they confined themselves to small space they never got anywhere in particular. One day the president of the company noticed Cyrus H. K. Curtis' work in building the circulation of the *Ladies' Home Journal*. Mr. Curtis was using four-page inserts in the standard magazines and his subscribers were coming in hand over fist. Mr. Tremaine tried a four-page insert in *Munsey's Magazine*, a pretty big contract for the then small concern. The copy was full of meat and it told a pretty long story,—in other words, it wasn't just a big-display, hurrah-boys sort of a thing. The direct results were so remarkable that the company became a convert to big space and has so continued ever since, within reasonable limitations.

Yet, even then, we had to learn as we went along just how big to make the ads. When we started a piano department we thought a triple column ad in the New York dailies in conspicuous position was enough. But the public didn't see it that way. The company was new in the piano business, and here again it was a matter of building up *confidence*, so that people would be willing to turn away from the recognized channels of piano distribution and buy a straight piano from a house that

was known solely as manufacturer of the Pianola and kindred instruments. Later, five-column and full-page ads in the dailies did the trick which smaller copy failed to accomplish.

When I was running the advertising of a department store, we used full pages Sundays. It was not because of any "clever solicitation," but simply because, in view of the large space that competitors were using, a small card would have been interpreted as a sign of weakness and to mean that we did not have any real bargains to offer. Besides our story could not have been told in small space. There were fifty-odd departments to be touched up. Merely to have presented the silks and dress goods would have created a riot among the heads of the cloak, the china, the furniture, the hosiery, the jewelry, the upholstery, the millinery, and even the little notion department. So it was a case of big space simply to get the story told.

Once again, when I was with the old advertising agency of Geo. P. Rowell & Co., each particular problem that came into the shop had its own peculiar angles. The Hartshorn Shade Roller was thoroughly standardized, had competition beaten a mile, and it was essentially a short story. Considering the comparatively small amount of advertising carried in the magazines in those days, it was thought quarter-pages were enough to keep the article fairly in the public eye.

On the other hand, when it came to launching a new brand for the American Tobacco Company, splurge advertising was indicated beyond a shadow of a doubt. Even Mr. Rowell's own proposition, Ripans' Tabules, did not make any headway until he took the lid off in the advertising. Incidentally, as testimony to the after-effect of big advertising, the sales of this article are keeping up to-day to an amazing extent, notwithstanding no advertising at all, nor other form of special promotion, has been done for years.

My reason for telling these personal experiences is to give the reader the right viewpoint of the

FOR

- PURCHASING POWER—
- QUALITY—
- EDITORIAL EXCELLENCE—
- GOOD PRINTING—
- SUPER CALENDERED PAPER—
- DEALER INFLUENCE—
- CONSUMER'S DEMAND—
- DEFINITE CIRCULATION—
- ECONOMY—

In fact all the necessary elements for the most perfect, up-to-date magazine advertising.

THE FAMILY MAGAZINE SECTION
THE MONTHLY MAGAZINE SECTION
OF
AMERICA'S GREATEST DAILY PAPERS

THE CHICAGO TRIBUNE
THE CINCINNATI ENQUIRER
THE ST. LOUIS GLOBE-DEMOCRAT
THE SAN FRANCISCO CALL
THE WASHINGTON POST
THE PITTSBURGH DISPATCH
THE BOSTON GLOBE
THE NORTH AMERICAN OF PHILADELPHIA

THE ABBOTT & BRIGGS COMPANY

NEW YORK

General Managers

CHICAGO

symposium which follows. When I ask questions of leading advertisers I don't expect to have laid down exact rules for the guidance of everybody. Jack Sprat could eat no fat, his wife could eat no lean.

The real value of such opinions lies in the way the advertiser regards the question as it relates to his own individual proposition.

Any business man of intelligence can then figure out for himself what relation his proposition bears to the one under discussion and to what extent he should allow the opinions expressed to influence him. I do not attach much significance to broad generalizations about advertising, but I *do* attach a great deal of significance to the honest views of men who "have been through the mill" as to how this or that problem is regarded in its application to their particular lines of business.

PRINTERS' INK devotes extended space this week to a consideration of this one topic. The subject justifies it. If an advertiser uses large space in few media when he should be using small space in many media,—or if he is using small space in many media when it would be far more profitable to change his tactics,—then the sooner he finds it out the better. There are few problems that loom larger in the advertising horizon to-day.

OPINION UNDERGOING PROCESS OF MODIFICATION

By Hugh Chalmers,

President, Chalmers Motor Co.

Formerly I had the idea that the most effective thing to do was to use large space in a few publications, rather than a small space in many.

More recently, however, I have come to feel that this statement which Mr. George S. Parker has made—that small space in many media is better than large space in few media—is perhaps correct.

I do not feel that I can enter into your symposium any further than this because the question

which you bring up is still a question in my own mind. I will be very much interested, therefore, in seeing what the advertising men of the country think on this subject, as you will present their opinions in PRINTERS' INK.

SMALL SPACE FOR MAIL- ORDER PROPOSITIONS

By Edward Freschl,

Secretary of Holeproof Hosiery Co.

I am inclined to agree with Mr. George S. Parker in the belief that the present use of large space by American advertisers is principally, or rather entirely, the result of great selling ability on the part of magazine solicitors and advertising agents.

This does not necessarily signify, however, that the thing, as a whole, is an unmitigated evil; I do not think that there ever was an advertiser who *voluntarily* went into a big-space campaign; but that is not saying that it was not a good thing for him to be pushed into it.

A child does not greedily swallow bitter medicine and in most cases it has to be shoved down its little gullet; but of course in the end it is a good thing for it.

You ask me:

"Do you believe in small space in many media or in large space in few media?"

Inasmuch as I am using large space in few media, it naturally would indicate that I believe in the latter policy now, although I must admit that I was originally Balmerized into it.

In reply to your second question, "What experience have you had that convinces you of your belief," I am obliged to say that I have had no experience in this direction, nor do I think that any other advertiser ever had, except in a purely mail-order campaign.

As far as mail-order advertising is concerned, and that is what we originally engaged in, I know it to be a fact that small space will bring cheaper returns than large space in the same medium; but of course here the item of "general publicity" is entirely lost sight of and that is one of the

How to Profit by "the High Cost of Living"

Make customers of the people who get the extra money.

Take butter, for instance. You remember when "the best print" sold for less than the poorest "cooking" now brings.

Who gets the extra money. Largely the farmer.

He takes his milk to the creamery; they test it and pay him **within 2 cents** of the market price.

Now the farmers of Wisconsin produce one-sixth of all the butter made in this country. **And the**

Wisconsin Agriculturist

reaches one out of every three of these prosperous business agriculturists.

It has 60,000 subscribers in one of most profitable farming sections of the country.

For the past ten years it has been a very large factor in steadily increasing the average income in this section.

It has earned the confidence of its subscribers.

So if you want to profit by the increased cost of living here is the opportunity to tell your story to the people who have been getting the increase.

Think it over.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.



Member Standard Farm Paper Association.

most important features of a general-distribution campaign.

Your questions recall to my mind a debate that I attended a few months ago in the rooms of an advertisers' club; the question debated was "Which is better, small space in many media or large space in few media?" There was no decision, but the following platform was unanimously adopted—"Large space in many media"; subsequently I ascertained that this club is made up almost entirely of gentlemen on the "selling-end" of the advertising business.

I do not think that you will arrive at any conclusion as a result of this symposium, nor will any of your readers; for the reason that this entire discussion, instead of being based on facts, will necessarily be based on personal opinions; and at the end of the symposium you and your readers will have learned about as much as I did the other evening when I listened to a discussion of the universal suffrage question, which ended in a free-for-all fight (ladies included); the reason, of course, being that the discussion was based entirely on personal opinions and not on facts.

"Small space" and "large space" being indefinite terms, I assume that you mean by "small space," pages; and by "large space," several pages; for I understand that to be the basis of comparison nowadays.

BIG SPREADS A SIGN OF WEAKNESS

By J. M. Campbell,

Adv. Mgr., Procter & Gamble Co.
(Ivory Soap.)

It depends—on the article, on the advertiser, the ad and on the medium (whether newspaper or magazine). The trouble with big space is that unless the advertiser uses good judgment, he is likely to advertise himself out of business. The trouble with small space is that, as a rule, it is ineffective. Big space causes comment on the advertisement but it does not always sell goods.

I am opposed to the "big

spread" idea. It seems to me that it is an admission of weakness on the part of the advertiser. I think there is hardly a commercial story that cannot be told on a magazine page, and told just as well on one page as on two.

In introducing a new product, or during the first two or three years after it has been introduced, I would favor the use of large space in comparatively few media. Later on, I am inclined to believe that I should use small spaces in many media. It is, however, a fact that the majority of advertisers use a newspaper to back up their intensive local work. That means that they use comparatively small spaces and a big list. Later on, when they have national distribution and have their "train in motion," they are inclined to discontinue local mediums and use the nationally circulated publications.

BIG SPACE FOR PRODUCTS LIKE CREAM OF WHEAT

By E. Mapes,

Secretary of Cream of Wheat Co.

The proposition which you open up is a large one, and I do not think that the opinion either of Mr. Parker or myself would be of very much value to the advertising public. What either of us believe in might be of value to ourselves, but not necessarily to anyone else.

In this advertising proposition every tub has got to stand on its own bottom. So far as I have ever been able to see, there are no rigid rules that can be laid down, and the question which you raise with regard to large or small space is one entirely of opinion, and parties believing either way might be right.

Personally, I believe in the use of large spaces and preferred positions for a product like ours, and with copy such as we use. The reverse may be true, perhaps, with something else.

I do not at all agree with you that the exchange of opinions between different so-called successful advertisers is of very great value to the novice when he starts

The BOY!— A Double-Barreled Dividend Producer



Today

Tomorrow

Advertise to the boy—today—the things he wants, and will buy—today!

The skates, the baseballs, the rifles, the fishing tackle. The shoes, the ties, the clothes, the hats, etc.

And advertise, also, the things of which he influences the purchase. Even automobiles can be profitably presented through the columns of a boys' paper. The average American boy is keen, bright, observant, and his judgment influences the parents in ways undreamed of by many advertisers.

Advertise in a boys' paper the

things that will be bought by the boy—when he becomes a young man. Also the things that will appeal to him when he has a home of his own.

Early impressions are the most enduring, and the boy of 17 is not a very "far cry" from the man with a home of his own.

Sell the boy *today*, that your message may be remembered *tomorrow*!

Thousands of boy readers of *The American Boy* are their own wage earners and money spenders. And if you think they don't know what they want—then you don't understand the heart of the boy.

The American Boy

Foremost boys' magazine of America.

Eagerly looked for in 200,000 homes. And read by an average of 2 boys in every home.

400,000 sales dynamos will give to YOUR product an impetus that will amaze you.

400,000 busy, snappy, enthusiastic boys can do a lot in 200,000 homes.

Ask us to send you booklet giving autograph letters from American Boy advertisers. It will be at least interesting to know their experiences. It may help YOU in your sales department.

THE SPRAGUE PUBLISHING COMPANY

J. COTNER, JR., Secretary-Treasurer, DETROIT, MICH.

H. M. PORTER, Eastern Manager, 1170 Broadway, NEW YORK

in. All the exchange of opinions and all the balderdash taught in the advertising schools will be of no benefit to him unless he has got it in him. You cannot make successful advertisers to order, any more than you can make successful business men.

UNWILLING TO RELINQUISH A SUCCESS

By W. K. Kellogg,
President, Kellogg Toasted Corn Flake Co.

The Kellogg Toasted Corn Flake Company have never experimented with the use of small space in magazines, and we have not had large experience in using newspapers.

It has occurred to me that while small copy might be suited for one commodity, it might not be as well suited for another. Since we began advertising—some five years ago—we have used large space only, and it has seemed to be profitable.

Sometimes we have thought perhaps the agency were urging the use of large space for the purpose of earning their commissions a little more rapidly and at less expense to themselves than they would do in the event of their being required to furnish small copy for a larger number of mediums.

Having succeeded along the line on which we began doing business, several years ago, and having had in a measure some success, we dislike making an experiment to ascertain whether or not we are right or wrong in the use of large space.

SMALL SPACE NO GOOD FOR WINTON CARS

By Chas. W. Mears,
Adv. Mgr., Winton Motor Car Co.

It seems to me that the distribution of the advertising expenditure depends largely upon the article to be sold. Whereas it might be desirable to advertise fountain pens and toilet soap in small space in many publications, our experience has been that large space in a limited number of pub-

lications produces the better results in furthering the sale of Winton cars.

We have tried the small-space-in-many-publications idea, and, so far as we could learn, we created practically no impression whatever. On the other hand, we have abundant evidence of having created an impression by means of large space in few publications.

DAILY CONSUMPTION VS. OCCASIONAL PURCHASE

By C. C. Winningham,
Adv. Mgr., Hudson Motor Car Co.

It is my belief that Mr. Parker's statement cannot be made to apply to all conditions. It has been my experience that the mail-order advertising as a rule pays considerably better in small space than in large. This is true when you figure the cost of the inquiries and the cost of sales. But mail-order advertisers often are not able to get the volume of names necessary to profitably conduct their business, if they confine their efforts to small space. Consequently they have used larger space in only those media which pay.

There are some lines of articles bought so infrequently and which are so important in themselves that every prospective buyer knows of them. I think this particularly applies to automobiles. In articles of food, wearing apparel and things of that character, where there is a constant daily consumption, then it is matter of constantly and frequently reminding consumers every day in some advertising appeal. The advertising is the thing that convinces them.

I have had no experience with phonographs and talking machines but there the want is created by some appeal to the emotion—a desire for music and for entertainment and the right appeal is made at the right time by the right piece of copy. The Victor people do this by their appeal through the artist just as the theater attracts patronage not as a result of advertising the theater but by awakening an interest in the pro-

The Logical Medium

Whether you are using large space or small space, there are certain mediums which logically enter into a national advertising campaign for the higher grades of merchandise. The Outlook is one of them. For example, take Automobile Advertising. With four other leading weeklies The Outlook carried last year an overwhelming majority of all the motor car, tire, and accessory advertising placed in general mediums—and alone led by a wide margin all other magazines of standard size.

The Reason

The reason that The Outlook holds its commanding position among National mediums is a very simple one. It reaches probably a larger percentage of people who actually buy motor cars and other expensive articles than any other medium of general character—that is, in proportion to its total distribution.

The Evidence

1. A comparison in five representative cities of The Outlook's subscription list with the registration records showed that 35% of its subscribers in these localities were motor-car owners. When the investigation was extended to 25 other cities, the same average percentage of ownership was found to hold true.
2. A prominent manufacturer of motor cars who made an investigation in his own city of 2,300 registered car-owners, found that 460 of these owners were regular readers of The Outlook. There were at that time 815 Outlook subscribers in the city, which means that 56% of all these Outlook subscribers were car-owners.
3. An accurate investigation of the registration records in New York State, carefully compared with The Outlook's subscription list, showed that the Outlook subscribers in that State alone owned 1,923 motor cars. The total selling price of these cars amounted to exactly \$5,723,090.00.

In citing these examples The Outlook is simply following its custom of telling the advertiser just what he is buying. This he is certainly entitled to know. If the readers of this advertisement wish to know how many subscribers The Outlook has, who they are, where they live, what their business is, and how much they are worth, the information may be had for the asking.

The Outlook

287 Fourth Avenue

New York

duction that is at that time on the boards.

It is my opinion that a statement that a few media in large space is better than a large list and small space is about as practical as would be the declaration that illustrated advertising is better than that without illustrations or that advertisements with borders are better than those without borders. I believe there is no rule that will suit all conditions and a general statement of that character only serves to confuse those who have not had experience.

BELIEVES IN SMALL SPACE IN MANY MEDIA

By Geo. A. Weinman,
Adv. Mgr., Lord & Taylor (Onyx
Hosiery).

Your letter addressed to Mr. J. H. Emery has been handed over to the writer for attention, but Mr. Emery fully agrees with the opinions expressed herein.

With reference to the statement: "Small space in many media is better than large space in few media," we consider that we are users of moderate space and believe most thoroughly that small space in many media is better than large space in few media.

Big double spreads in media of large circulation at irregular intervals must be less effective than moderate-sized space used frequently. It must be a self-evident fact that you can use most all of the good media, either magazines or women's publications, where you are talking to a larger audience, and get great deal better results.

This getting together on the part of the advertisers shows the proper spirit, and we are always glad to offer any assistance possible.

DEPENDS ON WHETHER PROFITS ARE TO BE TAKEN OUT QUICKLY

By Frank Van Camp,
President, Van Camp Packing Co.

I am not in position to answer your question whether "Small

space in many media is better than large space in few media" because, in my opinion, this question must be decided by each food packer according to the character of the article he has to sell,—whether a staple or a specialty,—whether the article has already been introduced or is something entirely new.

The amount of space used by competitive articles in each publication has some bearing on the situation and last, but not least, the advertiser must decide as a matter of policy *whether he wishes to rapidly increase his sales at cost of all the profit for a period of time, with the idea of taking out a large profit after the volume has been created, or whether he wishes to increase his sales at a slow rate and take out of the business a small profit as he goes along.*

BIG SPACE OFFERS CORRE- SPONDINGLY BIG OP- PORTUNITIES

By C. W. Post,

Chairman Postum Cereal Co., Ltd.

There is no reason why the comments of any one advertiser should "make a panic" among other advertisers.

No man has knowledge enough of advertising to make him bow-legged carrying it.

Most of the apparently heavy-weight opinions are only wind; so no advertiser needs to go into a panic because some critic issues a proclamation.

You ask me to answer the following question:

"Do you believe in small space in many media, or in large space in few media?"

I believe in one form of practice to fit certain times and conditions and the other form of practice at other times and under other conditions, and also as applied to certain articles to be advertised.

Anyone on earth who can write, is able to write an advertisement, but whether the adver-

(Continued on page 17)

Live Farmers or Derelicts?

If you want to place your advertising before a large portion of the more intelligent farmers who believe in progress, you'll use *The Farm World*.

If you want to take chances on waste circulation, a big portion of the derelicts or non-progressives, you'll have no use for *The Farm World*.

Logic would prompt the suggestion that in getting before the more progressive class, you run less risk of small returns.

The Farm World is a farm paper advocating only modern methods.

It is the farmers' technical magazine, filled with instructive matter beneficial to farmers living in every locality.

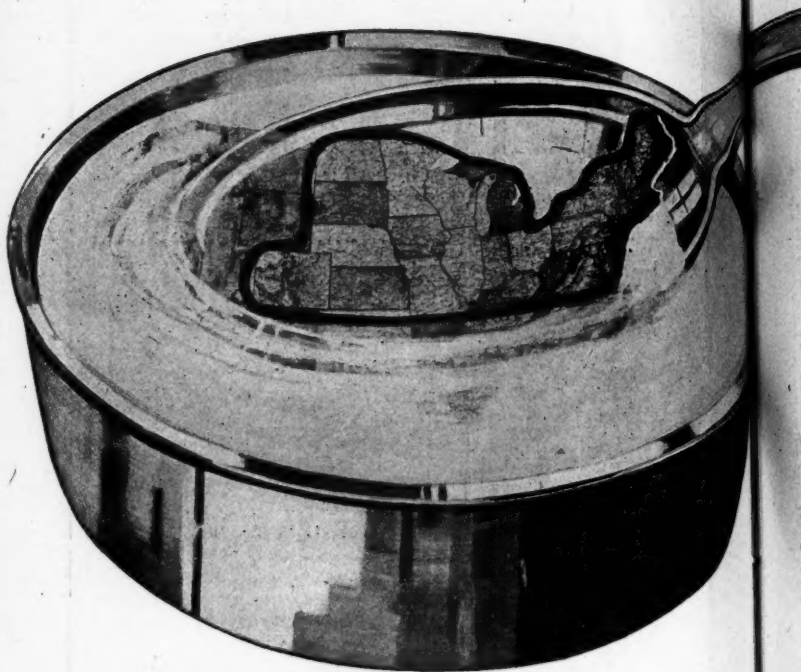
Only progressive farmers can appreciate such a high-class paper, hence no agricultural derelicts are apt to be found in the circulation of *The Farm World*.

Advertising forms close on the 20th of the month preceding month of issue.

THE FARM WORLD

30 No. Dearborn St. CHICAGO

EASTERN ADVERTISING OFFICE, FLAT IRON BLDG., NEW YORK

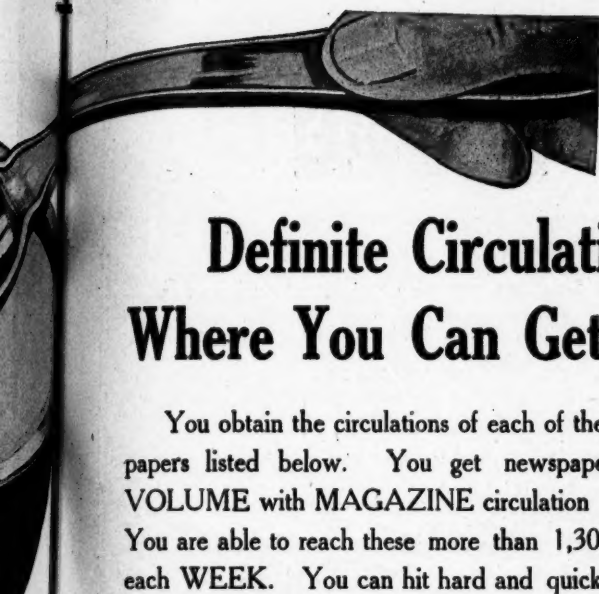


The Cream of The Land

WITHOUT SKIMMED MILK

Here is offered a territory that is **ALL CREAM**, the richest portion of the United States.

We are offering you a **CONCENTRATED** circulation, more than a million **HOME** circulation in more than 13,000 of the best cities, towns and villages in the world!



Definite Circulation Where You Can Get At It

You obtain the circulations of each of the great newspapers listed below. You get newspaper circulation **VOLUME** with **MAGAZINE** circulation **QUALITY**. You are able to reach these more than 1,300,000 homes each **WEEK**. You can hit hard and quickly follow up. 80-page detailed circulation booklet mailed **quest** **SEND FOR IT.**

More Than 1,300,000 Copies Each Week

THE ASSOCIATED SUNDAY MAGAZINES

issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

| | | |
|-----------------------|---------------------|----------------------|
| Chicago Record-Herald | New-York Tribune | Rocky Mountain News |
| St. Louis Republic | Boston Post | Buffalo Courier |
| Philadelphia Press | Washington Star | Detroit News-Tribune |
| Pittsburgh Post | Minneapolis Journal | Baltimore Sun |

**1 Madison Avenue
NEW YORK**

**Record-Herald Bldg.
CHICAGO**

LIPPINCOTT'S
MONTHLY MAGAZINE

Last May, we put on our best clothes and went calling. We started in to get better acquainted with our readers and advertisers. We learned a lot of things we should have known before and some things *you ought to know* NOW, but the best part of it all is that "we took the hint" and have something to show for it in our OCTOBER number.

Result—19 more pages of new advertising, three new departments for our readers and a fund of information at your service.

Have you seen that OCTOBER number?

LIPPINCOTT'S
MONTHLY MAGAZINE**PHILADELPHIA****NEW YORK**
1111 Flatiron Bldg.**BOSTON**
24 Milk St.**CHICAGO**
First National Bank Bldg.**DETROIT**
Majestic Bldg.

tisement would sell anything or not is a question.

There are just a few fundamental principles that must be observed if the advertising is to be successful for any length of time:

First—a meritorious article.

Next—Honest statements of its merits.

Next—To have such statements printed where they will be read.

Next—To have them printed often enough so that the public will not forget.

Of course the big half-page or page announcement will attract more attention and secure more readers than a little two-inch single column, and there is very much more opportunity in the large space to present the merits in a winning and sales-producing manner.

FROM STANDARD OIL'S ADVERTISING MAN

By H. K. McCann,

Adv. Mgr., Standard Oil Company.

It is very difficult to answer this question directly as there are many factors that enter into the use of advertising space.

It seems to me that the article itself has a great deal to do with it. *One could hardly expect to get results from advertising pianos or automobiles by using very small space; whereas small space reminders to use White Rose Ceylon Tea or Baker's Chocolate might be effective as keeping the names of these articles before the public.*

What experience I have had leads me to believe there are no hard and fast rules that can be applied to any one phase of advertising. Each problem must be given consideration whenever it arises.

BIG SPACE WHERE THERE IS A STORY TO TELL

By E. St. Elmo Lewis,

Adv. Mgr., Burroughs Adding Machine Company.

If your clientèle is widely scattered and reads a very great many publications, it is obvious that

you must use small space in order to reach them, unless your appropriation is sufficiently large to use large space in all the publications they read. If, however, your clientèle is of a character that is typical of the readers of the *Saturday Evening Post*, or *Collier's*, or of some other certain definite kind of publication, then I believe large space is much preferable, with the understanding, however, that your large space does not preclude you from using space all the time, and by all the time, I mean that time which has been determined by your own experience in advertising, your particular commodity, over a period of distinct and careful experimentation as being necessary to get the maximum of efficiency.

Mr. Geo. S. Parker, of the Parker Fountain Pen, has no doubt made some experiments that fully substantiate his contention that "Small space in many media is better than large space in few media." There is no doubt that many of us place our advertising without adequate facts and figures on which to found the policies that we adopt. If enough people come to the average advertising man and tell him that a certain thing is true, he will begin to believe it in spite of himself, for the very simple reason that he has had no part of his appropriation appropriated for the purpose of testing the statements made by interested canvassers or solicitors, and the average advertiser is not willing to make such an appropriation.

The average advertiser is not willing to let his advertising manager spend \$3,000 a year in traveling expenses, special counsel and experimentation, in order to make sure that the other \$97,000 of his appropriation is being spent properly. As long as this condition exists, the testimony of managers relative to problems such as you put up, is to be more or less discounted by a lack of accurate figures and facts.

Speaking from the standpoint of the Burroughs Adding Machine Company, we believe that a big space in a few media is bet-

ter than a little space in many media, because we must tell a story.

FOR AUTOMOBILES, BIG SPACE CERTAINLY

By H. H. Hower,

Adv. Mgr., F. B. Stearns Co. (Stearns Motor Cars).

For automobiles the writer is a firm believer in the value of large space. This belief is not based upon theory, argument or the silver-tongued oratory of any solicitor, or solicitors, but is derived from the results of a number of national campaigns. Several years ago two or three automobile companies used space as small as quarter-page magazine, but so far as the writer's knowledge goes, this style has been abandoned entirely, although there doubtless may be one or two minor exceptions.

For a proposition such as the automobile, the writer believes that very liberal space in a few media is by far of greater value than small space in a large number of media. That this would also be true of fountain pens and smaller articles which have such a wide distribution does not necessarily follow.

The article on the Stearns advertising campaign in the September 7th issue of *PRINTERS' INK* gives positive proof of the foregoing opinions relative to large space.

If the writer may be permitted to make a suggestion it is this: No amount of discussion relative to large and small space will be of much value, unless these discussions are confined to individual lines. That is to say, a discussion of the proper space to use for advertising fountain pens should be confined to the fountain pen industry. An argument relative to the proper kind of advertising for toilet preparations should be confined to manufacturers in that line. Discussion on automobile advertising should be confined to those men who have had experience.

Even though a great many advertising men are fond of the platitude that "advertising is a

science," the fact remains that it still depends greatly upon theory, and I do not believe that the opinion of a man advertising automobiles is of any value in discussing articles in no way related to the motor car.

The writer is always glad to have the opinion of men in every line of industry, but the criticisms of automobile advertising which he has heard from men who know nothing at first-hand about advertising or selling the motor car are not practical or worthy to be followed out, and a campaign based upon these criticisms would have little force or vitality.

HOW LARGE ARTICLE BULKS A FACTOR

By Frank L. Wing,

Wing & Son (Wing Pianos).

A piano is a large object; a picture of a piano to be at all adequate as a representation must have an area of a few square inches, compared to some 25 square feet of area of the piano itself in its perpendicular plane. Hence to have proper "attention value" a picture of a piano at least 2 x 2 inches as a minimum seems to be a *sine qua non*, for a piano ad.

You observe at once we are largely precluded from small space experiments by this handicap. We are somewhat in the position of automobile manufacturers. You can hardly imagine a successful automobile advertisement in 28 lines.

We have used some 28-line ads and have been rather surprised that they have done nearly as well, proportionately, as large announcements. But we have selected media for these that had the advertising sections scattered (*i. e.*, not in bulk in the early and late pages of the journals) in order that we would not be badly overshadowed by large advertisements.

We have been forced to be exponents of the large space brigade, by reason of the bulk of the articles we solely manufacture and sell.

WHEN IN DOUBT, GO SLOW

By T. Anderson,

Mgr. Sales and Advg. Barcalo Mfg. Co. (Beds and Bedding).

1. "Do you believe in small space in many media or in large space in few media?"

It depends on the particular proposition; and let us say this, that all methods of advertising depend on the particular proposition. One of the sins of the advertising man is to deal in generalities. The method to be used in advertising any commodity for sale mostly depends on the peculiar conditions surrounding the marketing of that commodity. Some things demand large space in few well selected media. Other things may demand small space in many media. In order, for any advertising man to settle this question in the most satisfactory way for himself, it is necessary for him to study the peculiar laws governing the distribution of his own product.

Where it is not perfectly clear to a man as to whether he should use large space or small space, we would advise him to go slowly, and if he must do anything, feel his way along with the best moderate space copy that he can procure.

In view of the extraordinary cost of space, we should say, that every advertiser ought to study how he can attract as much attention with copy one-half as large as that which he has been using.

2. "What experience have you had that convinces you of your belief?"

Our experience of three or four years advertising has brought us to this belief. There is no particularly strong incident that we can think of. Our knowledge on the subject of size of space and methods of advertising is simply the result of an unremitting effort to find the best possible method of advertising our product in a way that will mean immediate, as well as eventual results. In conclusion, we want to express the belief that advertisers are going to study the sales-

Needs Immediate Attention

The best issue The Ladies' World has ever published—its Twenty-fifth Anniversary number, now closing.

If you would catch this issue with its wealth of opportunity for you in rate, quality and tremendous circulation, send a telegram.

There is not a day to be lost.

THE
LADIES' WORLD
NEW YORK

making possibilities of advertising more than they ever have in the past.

DEAD WRONG WHEN APPLIED TO SHREDDED WHEAT

By Truman A. DeWeese,
Director of Publicity, Shredded Wheat Co.

If I were in the patent medicine business or the mail-order business I might be willing to concede the correctness of Mr. Parker's statement. But when you apply it to such a product as Shredded Wheat, with which I am naturally most familiar, the statement is fallacious—in fact, it is absolutely untenable. Psychology and advertising experience are both against it.

Being in the Shredded Wheat business instead of the advertising business, I am perhaps in a position to take a rational view of advertising. When I buy advertising I do not try to make myself believe that I am buying a concrete, tangible thing. I am simply buying the Opportunity to present our proposition to the readers of a particular publication, and whether I succeed in attracting their attention or not depends on the space I use and the "line of appeal." And just how much space I think it necessary to use in a publication to attract attention depends on the character of the publication and the amount of advertising it carries.

As a matter of fact, I am a believer in large space in nearly all publications. If I were selling Pennyroyal Pills, however, I would expect to get large returns from an inch advertisement inserted in publications which I knew reached the kind of people who were apt to be interested in such a product. Such advertising must be quietly insinuating and intrusive. Large space would let in too much daylight. Such advertising is intended to suggest relief to a certain class of people who would not want the world to know that they were seeking such relief.

In the case of Shredded Wheat,

however, or any other staple food product, large space, filled with copy, which takes the reader completely, frankly and openly into the advertiser's confidence is the only thing which secures appreciable results.

In the last three years we have completely changed our methods of newspaper advertising, going from 80-line space to 440-line space. In that time the sales of Shredded Wheat Biscuit have more than doubled and we have not added a dollar to the original advertising appropriation.

In this connection it is well to state, however, that our newspaper advertising is confined to cities of from ten to a hundred thousand population. If we advertised in the newspapers of the largest cities I would not think of using less than full-page space. In no other way could an advertiser hope to attract the attention of the reader away from the great mass of department store and other full-page advertising.

BIG SPACE BUILT "SPEAR-MINT" INSIDE A YEAR

By B. D'Emo,
General Adv. Planner and Writer
for Wm. Wrigley, Jr., Co.

Mr. Wrigley has just handed me your letter of the 15th to answer, as I have written all his advertising copy and worked with him in directing the campaign.

To your first question: "Do you believe in small space in many media or large space in few media?" I would answer that it depends upon what is advertised. Generally speaking, I believe in neither.

Space just large enough to dominate the page, or, at least, to be seen by the majority, is the logical size. Moderate-sized space, by strong copy arrangement, can overshadow much larger space. This makes the advertiser's profits greater and makes him more desirous of expanding. I would pay a certain sum for ten half-pages rather than an equal sum for six full pages. Also, where

(Continued on page 22)

It is the Constructive Force Behind
FARM AND HOME
 and **ORANGE JUDD WEEKLIES**



That Makes
 So Valuable

Their 925,000 Sworn Circulation

Here's the greatest agricultural publishing plant in the world. It's the Myrick Building, located at Springfield, Mass., property of The Phelps Publishing Company. It is eight stories high, with two stories underground, measures 283x105 feet, contains nearly eight acres of floor space, and has room for 5,000 workers. It is the headquarters of the Phelps Publishing Company, publishers of the twice-a-month *Farm and Home*, and the eastern branch of the *Orange Judd Company*.

This building is not only a concrete expression of agricultural prosperity, but is indicative of the perfect editorial and mechanical equipment of *Farm and Home* and the *Orange Judd Weeklies*. Our editors in our Springfield, New York, Chicago and Minneapolis offices as well as our contributors all over the country, are recognized authorities in their respective branches of agriculture. They do not theorize—they know—and what they write is of *proved* value.

Some of the shrewdest general as well as agricultural advertisers have *proved* the selling power of *Farm and Home* and *Orange Judd Weeklies*. You can too.

Write for sample copies of our papers and "Facts About the New Farmer" booklets.

THE PHELPS PUBLISHING CO. ORANGE JUDD COMPANY

1209 Peoples Gas Bldg., Chicago, Ill.
 315 Fourth Ave., New York, N.Y.

335 Palace Bldg., Minneapolis, Minn.
 Myrick Bldg., Springfield, Mass.

the copy would not be crowded in a quarter-page, I would rather have ten quarter-pages than six half-pages. Strong copy can save 25 per cent of an appropriation and get equal display. The number of mediums depends upon the proposition.

I cannot thoroughly answer Mr. Geo. S. Parker, as he does not give the size either of his small space or of his large space. Also, I take exception to his statement that clever magazine solicitors create a large space craze. Really clever solicitors, which means capable ones, do not encourage their customers to purchase unnecessarily large space, as this policy is soon apt to retire an advertiser from the field and make him an enemy of advertising.

In every case where it can be shown that an advertising man deliberately persuaded an advertiser to take such space at first that he could not keep it up long enough to succeed—then that advertising man should be black-listed as an enemy to both advertisers and the advertising business.

Advertising is simply "selling by print." One of the greatest handicaps the advertising business has is the word "advertising," which is not thoroughly understood. If it were called "selling by print," perhaps the same practical methods would be used to sell goods by it to the thousands and millions as any successful merchant uses in selling goods by salesmen to the dozens and hundreds.

To your second question: "What experience have you had that convinces you of your belief? Please name some strong incident," I would reply that a number of times Mr. Wrigley has spent several thousand dollars in small space, without creating a ripple. He then shifted to space twice the size used the same number of times, creating thereby a large and profitable business within slightly over a year. The first space was too small. The second size was large enough without being too large. I could not give the locations of

these incidents, as it would be unfair to other locations and mediums where the same procedure might have had the same results.

The finest argument or the greatest offer ever made is futile unless it is seen. There is a certain-sized space, which, *with striking copy*, is seen by enough people in every hundred to make the appropriation profitable and yet not so large that its excessive cost handicaps the possibilities for profit. I will be glad to give my detailed experiences upon request wherever it will aid an advertiser or an advertising man.

WHY NOT COMBINE BOTH PLANS?

By L. R. Greene,

Adv. Mgr., The Sherwin-Williams Co.
(Paints and Varnishes).

In the first place, the amount of space you take depends very largely on what the other fellows in your line are doing, and in some businesses, you may be able to accomplish your purpose by taking small space. As a general rule, however, I don't believe that my experience influences me to be very enthusiastic about this large space idea, and I feel that in a great many cases, it has been overdone. To my mind, the greatest force in advertising is perseverance, and if you are attempting to educate the readers of a certain publication to a knowledge of your products, you have got to stay in that publication consistently; not be in to-day with a double spread or a full page, and then disappear for a number of months. It would be much better to divide the space into smaller insertions and try and plug away week in and week out. The buying public very soon forget you if you don't keep yourself always in evidence.

Take for instance, the manufacturer who is trying to standardize the name of his product. In making up a list of publications, he may be doubtful as to whether to take three full pages, six half-pages or twelve quarter-pages. I believe it would be best

for him to take twelve quarter-pages, or better still, to take ten quarter-page insertions and two full-page insertions at that time of the year when his product is likely to be most in the minds of the public. Most products are more or less seasonable, and so such a plan would be practical.

I believe a happy combination of the large and small space idea is best. If an advertiser could afford it, a big space campaign, provided that it could be continuous, would naturally make the most impression, but very few advertisers can afford to do anything of that kind, and so perhaps an occasional large space insertion to tell your story in all its completeness and a number of small space insertions in order to give continuity to your advertising to reinforce the big space story and to keep the public from forgetting you.

As another illustration, I cannot believe that six full pages in the *Ladies' Home Journal* would be as good an investment as two pages in that publication and eight quarters, and two pages and eight quarters in the *Woman's Home Companion*. I certainly believe there is a possibility of overworking a publication and going beyond the point where you are getting the greatest returns for your advertising investment. The great question in using any advertising medium is to find out what space is necessary in order to obtain the maximum results at the minimum cost, and the man who can ascertain this for you has not yet been discovered. I certainly believe there is a lot of truth in what Mr. Parker says.

AN ANALYSIS OF CLOTHING BUSINESS

By H. M. Weinstock,
Everwear Hosiery Co.

Wherever the writer has had any experience in buying space in national mediums for promoting merchandise to a national distribution, the large space has always proved the most productive.

This experience has only been had with lines which were dis-



The Birmingham Ledger

has just compiled the most complete, comprehensive and convincing circulation statement ever put out by a daily newspaper.

It comprises 460 typewritten pages, contains a list of subscribers served by each one of its 149 city and suburban carriers, together with the occupation and street address of the individual.

It divides the circulation up into city and suburban—thirty miles radius, exclusive of city and suburban—subscribers between the thirty and sixty mile radius—state outside of the sixty mile radius—and outside the state.

This certified list, this 460 page blue book, definitely accounts for every one of the 26,490 copies averaged by THE BIRMINGHAM LEDGER during the month of August, 1911, over the certificates and affidavits of carriers, managers, pressmen and others who distributed them.

It comes more nearly being the "last word" in the way of a circulation statement than anything we have ever seen before.

Copies of it are in each of our offices, and at the disposal of any advertiser or general agent.

We will tell you about the circulation guarantee that goes with every advertising contract in next week's advertisement.

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

tributed through reputable retail merchants of good commercial standing and in most cases, the leading merchants in their communities.

The large advertiser of the class I mention does not buy this class of space to answer simply one purpose, but has numerous purposes in mind.

I do not wish to quote my experience in this (hosiery) business, but will give my experience in the clothing business.

Large space in national weeklies and the metropolitan dailies was certainly successful, and they paid direct and tangible results, or at least they did when this work was undertaken by the writer.

For example: A full page in the *Saturday Evening Post*, and several Sunday papers in large cities, which might come out, say the first of October, would have first of all very much dealer influence for the manufacturer.

Secondly: The strongest possible introduction for the salesmen on the road at that time, where they were soliciting spring business.

Third: One hundred per cent consumers' influence, because the retailer was pushing his fall business at that particular time.

A fourth influence would be that on the small out-of-town retailer, who would be influenced by the metropolitan daily, and who would buy local space for this particular commodity.

This is a concrete example, where small space would not apply.

To make these questions more easily answered, the commodity, the merchandising methods, and methods of distribution should be considered.

You will probably not get two answers alike, but all of them may be honest opinions based on actual experiences.

INCLINES TO MODERATE SPACE

By D. E. Chappelow,

Advertising Manager, Three in One Oil Company, New York.

As a general proposition we would say that moderate space

in many publications is better than large space in very few publications.

In regard to "3 in One" Oil advertising, we feel the same as Geo. S. Parker feels. It wouldn't be difficult for us to use big space if we left it to our friends the publishers. It seems to us that publications don't use sufficient discretion relative to the nature of articles advertised. Perhaps, however, it is asking too much of human nature not to take the biggest possible space obtainable.

There are some manufactured products before the public which, because of the nature of the articles themselves, the prices at which they are to be sold, etc., warrant only the use of small space. Then again the publications in question must be considered. It has been our experience that small space in some publications will apparently do us just as much good as three or four times the same amount of space in these same publications.

Again, we find that increased space in still other classes of publications at proper seasons of the year will produce good results commensurate with the added expense. Small space will produce inquiries at less cost per reply for "3 in One" Oil than large space (under the conditions just mentioned above). There are advertised articles, however, which from their nature require big space, for instance, most food products, musical instruments, men and women's clothing, etc.

Foreigners coming to America are immediately impressed with two features of our life, which are distinctly in error. We rate success or achievement by these two attitudes: the highest-priced thing in the country; the biggest thing in the country. Unfortunately this same attitude prevails in advertising. In that sense big space, generally speaking, is a weakness.

It seems to us that that every single advertising problem should stand on its own legs and decide for itself, whether big space or small space is best adapted for its needs.

(Continued on page 26)



The Big Page or the Standard Magazine Page?— An Interesting Comparison.

One page, one time, in a leading "large page" medium, with a circulation of 1,500,000 costs the advertiser \$5,000.00.

One page, one time, in 11 leading "standard" magazines, with a circulation of 3,500,000 costs the advertiser \$3,407.50.

In other words 100,000 circulation of the "big page" costs the advertiser \$333.33—

100,000 circulation of the "standard" magazine page costs the advertiser \$97.35.

A *page* is a *page* anywhere. No one questions the "standard" magazines' advantage of quality.

The question is—

Is 100,000 circulation of the biggest page in the biggest medium 4 times as valuable as 100,000 circulation of the biggest page in the "standard" magazines?

Any list of standard magazines will include **SCRIBNER**. In influence it is second to none, however big the page.

DEPENDS ON HOW CROWDED THE MEDIUM IS

By Geo. E. Long,

Treasurer, Jos. Dixon Crucible Co.

The matter of small space versus large space must, the writer believes, depend largely upon what medium is used. In some cases it might be better to stay out altogether than to get squeezed in among a lot of big fellows with the probability that you will not be discovered.

Then again, whether the advertisement is to carry an illustration or not must be considered. If there is an illustration a small advertisement has a better chance of being seen than if without one.

Going back twenty-five or thirty years, it was the writer's practice to have a small advertisement, usually a one-inch double column advertisement in many media rather than a large advertisement in a very few publications.

One reason which the writer considered a most excellent one, was by having a small advertisement in a publication he could get reading notices, and therefore he worked the reading columns to the limit of the publishers' patience and good nature, and he found that it was through his reading notices that he got most of the replies.

It is a very interesting question, and quite worthy of a good old-time Methodist experience meeting where each fellow can get up and tell his experience and profit by the other fellow's experience:

IT IS THE "UNUSUAL" THAT COUNTS

By Benj. H. Jefferson,

Adv. Mgr., Lyon & Healy, Chicago.

In answer to the question whether to use large space or small space, would say that it depends upon the *article* advertised. For example, we use large space in order to gain dignity and weight for the Lyon & Healy piano, but we use small space for band instruments.

In the case of a firm having but one thing to advertise, we

would advise large space one season and small space the next. We must never forget the real meaning of the word "advertise,"—which is, "to cause a turning to."

People only take notice of the unusual, i.e., something that has an element of novelty. We find, for instance, when we construct an elaborate show window, as we did this summer,—reproduce a scene in the woods—the interest is very great the first week, crowds on the sidewalk, etc. Four weeks later, blest if a single passerby has time to bestow a glance.

SPHINX CLUB COMMITTEES

The officers and committee personnel of the Sphinx Club of New York, for the coming year, are now as follows, the election of officers having taken place some weeks ago, and the committees having just been announced: President, George B. Van Cleve; vice-presidents, Collin Armstrong, W. R. Hotchkiss, Gay Bradt, John H. Hawley; secretary, Justin M'Carthy, Jr; treasurer, R. F. R. Huntsman.

Executive committee, James O'Flaherty, George Ethridge, Samuel Brill, Preston P. Lynn, W. C. Freeman, P. A. Conne, Walter Hammitt.

Speakers' committee, R. W. Lawrence, H. B. Harding, P. A. Conne, John A. Sleicher, H. Sumner Sternberg, J. I. Romer.

Membership committee, John Hawley, Malcolm H. Ormsbee, Collin Armstrong, Wm. C. Freeman, Dan. A. Carroll, E. A. Westfall, M. P. Gould, I. A. Klein, Allan C. Hoffman, S. E. Leith, C. F. Dodd.

Publicity committee, Justin M'Carthy, Jr., J. M. Hopkins, P. A. Conne, George H. Perry, Walter Hammitt, Wm. R. Hotchkiss, A. J. Meister, Samuel Brill.

Entertainment committee, C. C. Ver-nam, Montgomery Hallowell, Paul Block, James Gilroy, Louis DeVeau, Barrett Andrews, Einar Meyer, Joseph C. Moore, Paul Meyer, H. S. Bishop, Kurtz Wilson.

TO TRANSLATE GIBBS' ARTICLES INTO FIVE LANGUAGES

The series of articles by E. D. Gibbs on N. C. R. selling and advertising practices has been causing so much laudatory comment that it is not surprising the National Cash Register Company itself has determined that the interest inherent in them justifies extensive translation. Mr. Gibbs has just received this cablegram:

LONDON, ENGLAND, Sept. 27.
Convention of N. C. R. agents in London congratulate you and appreciate the articles which you have written in *PRINTERS' INK*, which with their permission will be republished in five different languages.

JOHN H. PATTERSON.

PUBLICITY BEST DEFENSE FOR CORPORATIONS

HOW SUGAR TRUST IS MEETING
PUBLIC CLAMOR OVER HIGH
PRICE OF SUGAR BY QUARTER-
PAGE ADVERTISEMENTS IN LEAD-
ING CITIES OF THE COUNTRY

One of the most interesting signs of the advertising times is the way the American Sugar Refining Company has met the popular discontent over the recent advance in the price of sugar. Public sentiment has attributed this advance to a spirit of greed in the American company and has reached the point in some places of suggesting drastic legal or legislative measures.

The way in which the Trust has met this is in striking contrast to the attitude of most corporations to-day. The present officers of the American company were among the first to see the need of taking the public into its confidence when there was a fair defense to be made of its

business operations. Some three years ago President W. B. Thomas, who had then only recently taken office, declared to the directors that henceforth the company must be frank with the public and explain every important move; that this was a matter not less of business than ordinary morals.

Previous to that time there had seemed to be only two possible attitudes on the part of the quasi-public corporations. One was the historic attitude of the late Commodore Vanderbilt and the latter was the not uncommon practice of corporations to invite, if not seek to command, the influence of the newspapers by advertising in their columns.

Since that time, and within the last six or eight months, the Standard Oil Company has executed a right about face and abandoned its policy of silence, in the face of criticism, for one of speedy reply and publicity.

In New York city recently, when hot weather and an ice

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

Large Space Or Small, The Modern Priscilla PAYS

A small space advertiser wrote us that his \$8.65 ad in The Modern Priscilla, one issue, brought him 184 orders for a 25 cent article—\$46.00 in cash from an expenditure of \$8.65.

A large space advertiser wrote us that The Modern Priscilla after heading a big list with page copy, brought him much more than double returns from a double page spread.

"Priscilla readers read the ads."

Address either office.

A. J. CROCKETT
Mgr. of Advertising
85 Broad St., Boston

F. M. KRUGLER
37-39 East 28th St.
New York

W. T. DIEHL
Boyce Bldg., Chicago

famine came on together, the American Ice Company published an elaborate defense of its management in the local newspapers which softened public animosity.

Now, in the face of this rising popular dissatisfaction over the increased price of sugar, for which the Sugar Trust is blamed, the Trust frankly meets the public criticism by publishing what it

The Facts in the Sugar Situation

THE American Sugar Refining Company, which refines 42 per cent of the sugar used in the United States, realizes that the advance in the price of sugar is of domestic origin. Pursuant to its policy of its present management, as announced in its annual report at January 12, 1910, it recognizes "the legitimate interest which the public has in a business organization which deals in a necessity of life," and desires to state the facts which caused the advance and its own policy in connection therewith.

World's raw sugar short

The crop just harvested in Cuba shows a shortage of about 300,000 tons from the previous crop, a deficit less in our supplies, as these sugars come to the United States almost exclusively.

We produce no raw sugar

Long-continued heat and drought in Europe, corresponding closely to the natural summer weather conditions in this country, have so seriously impaired the growing beet sugar crops of France, Germany and Austria that estimates indicate a reduction of 1,500,000 tons or more—over one-fifth—in the supplies of Europe.

This threatened scarcity has caused excessive speculation in Europe and has advanced the sugar prices at London and Hamburg—the leading sugar markets of the world—1½ cents per pound since June 15, while growers at cane sugar, in the face of an anxious demand and a certain shortage in the beet product, have similarly advanced the price of their product over 2 cents per pound in the same period.

We produce no raw sugar

The American Sugar Refining Company does not own an acre of cane sugar land nor does it produce a pound of raw sugar; it depends for its supplies of raw sugar upon the growers of Cuba, Porto Rico, the Philippines, Hawaii, Java and other sugar countries.

It has, in common with all other refiners at home and abroad, been compelled to secure its supplies from those sources at constantly advancing prices.

On June 15 raw sugar could be secured at 3.80¢. per pound. The corresponding price now is 5.00¢ per pound. On the same date this company was selling refined sugar at 4.50¢. per pound net, while our price since September 11 has been 4.85¢. per pound net.

As regards our policy, it will be seen from these prices that our margin between raw and refined sugar has at no time been excessive.

We believe it only just to add that the grocery trade of the country has likewise maintained a fair parity to the consumer.

Our prices under competitors'

During the war our prices have ruled lower than our competitors, having been from ¼ to ½ cent per pound below the quotations of other refiners.

We share the hope that every consumer undoubtedly entertains that the loss in Europe has been exaggerated; that actual figures cannot be known before December or January; and that the calls for what are almost exclusively American supplies of raw sugar will gradually diminish.

Happily the domestic sugar crops promise good yields, and with their harvesting, which has already commenced and which will be in full progress in October, the present tension should disappear.

In the meantime, our policy as regards a reasonable margin over raw sugar prices will be continued; it is dictated not only by a recognition of our peculiar relationship to the welfare of the country's households, but also by good business, for any decided check in consumption with a profit margin as narrow as that in sugar refining could only occasion heavy losses to all refiners.

Masters of Credit Questions
and Other Quality Sugars

The American Sugar Refining Co.

September 27, 1911

PUTTING IT UP TO THE PUBLIC'S SENSE
OF FAIR PLAY

states are the facts in the situation. In doing this it has taken space in practically all the leading morning papers in all the leading cities of the country from the Atlantic to the Pacific, and in the larger centers in both morning and evening papers, the ads averaging about three columns wide by half a page deep.

The Trust points out that it is in no way responsible for the present advance of the price of refined sugar, but buys it from

the domestic or foreign markets as its material for refining, and that the price of raw sugar has advanced more than that of refined, thus narrowing the margin of profit for the refiner. This advance, it says, is mainly due to a heavy shortage of the Cuban crop, and of the beet sugar crops of France, Germany and Austria, as a result of the dry, hot weather during the past summer.

It points out that it refines only 42 per cent of the sugar used in the United States; and that it realizes the price of sugar is of deep concern to every consumer.

The advertisement was published on September 27 and had not been out two days before a stream of letters began to pour into the Sugar Trust headquarters from people who have been led, through reading the advertisement, to change their view.

There is much food for thought in this method of allaying public suspicion and hostility in view of the fact that the statistics just compiled by the Internal Revenue Bureau of the Government and based on the reports made under the corporation tax law show that from one-half to two-thirds of the wealth of the country is in corporate form. The statement is subject to some qualifications on account of the duplication of value through holding companies and other circumstances, but in the main the figures as presented reflect the present condition of business corporations. The distribution of corporate capital and indebtedness by classes is shown as follows:

| Class. | No. of returns. | Capital stock. |
|------------------|-----------------|------------------|
| Financial | 29,822 | \$2,723,954,539 |
| Public service.. | 24,252 | 18,902,060,130 |
| Manufact'g, etc. | 89,384 | 21,585,890,484 |
| Mercantile | 54,673 | 2,971,064,458 |
| Miscellaneous .. | 64,359 | 6,088,657,140 |
| Total | 262,490 | \$52,371,626,751 |

The bonds and other debts of the different classes are as follows: Financial, \$2,404,299,252; public service, \$17,472,398,675; manufacturing, etc., \$7,019,012,375; mercantile, \$1,783,425,425; miscellaneous, \$2,654,816,969; total, \$31,333,952,696.

Pictorial Review

Did you happen to see the October issue of the PICTORIAL REVIEW?

Did you happen to notice what a fine Magazine it was—The fine literature—The four colored front cover, and the many other good features, not forgetting the 109 columns of advertising which appeared in that issue, which broke all records?

The December issue is our Christmas Number. It will be one of the finest Christmas Magazines ever published, and as it is circulated on or about the 15th of November, it ought to be profitable for running some "Christmas Copy."

Are you booked?

hue bloom

WINDOW ADVERTISING MAKES GOOD WITH N. Y. TELEPHONE CO.

A NEW FORM OF CO-OPERATIVE WORK THAT MAY BECOME NATIONAL—AIM IS TO SELL MORE 'PHONES BY SELLING MORE GOODS FOR RETAILER—HOW THE "TELEPHONE YOUR ORDER" CAMPAIGN HAS IMPROVED RETAIL SERVICE—ITS CAPACITY AS A GOOD-WILL BREEDER FOR THE CORPORATION

By R. S. Scarburgh,

Advertising Manager of the New York Telephone Company.

The strongest bulwark any corporation can have is the good-will of the public. The most efficient getter and keeper of business for a corporation is public good-will. The best way to secure good-will is to be of service at every point where the concerns of the public and the corporation touch.

This, in brief, is the platform of the New York Telephone Company. With a telephone service physically the best that modern brains can make, this corporation relies in great measure upon advertising to cement cordial relations between it and the public, by creating mutual confidence and promoting mutual usefulness.

Narrow selfishness on the part of a great corporation is a poor maker of dividends. The magnifying glass of advertising would only more clearly reveal the repellent features of such a policy.

But if a corporation bases its selling campaign upon an honest desire to make itself a contributor, in the highest sense, to the welfare—social, intellectual and physical—of its patrons, it has extended its margin of sales development far beyond the horizon.

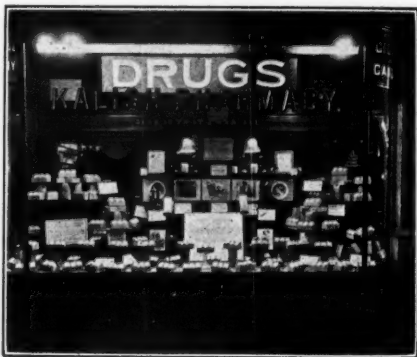
These remarks may seem platitudinous. But what a force for bigger and better business such a

policy is when consistently practiced!

The foregoing paragraphs are necessary in order to indicate the bearings of our window-display campaign, which PRINTERS' INK has asked me to describe. This campaign was carried on in Greater New York, as well as in the rest of the state, and in northern New Jersey. The results were highly gratifying, and I understand that managers of other Bell companies are originating window-display campaigns.

The resort to the windows was made to supplement the newspaper advertising which has explained the advantage of buying over the telephone. Obviously this has benefited the man who sells, namely, the merchant. Our newspaper advertising acted to swell the total volume of business. Our window displays seek to create sales over the telephone which the merchant can trace directly to our co-operative efforts.

Right here some of the readers



THE PICTURES IN THE CENTER ROTATE AND TELL
A STORY

of PRINTERS' INK may ask: "But how does this, as the manufacturer of a trade-marked and advertised brand, interest me?" It is of vital interest. The moment a merchant installs a telephone order service, just that moment springs into bold relief before his understanding the absolute necessity of backing up this telephone business with the best service in



IF YOU HESITATE

in the selection of the various business papers, why not reach beyond them all to the best and dignify *your* correspondence with Strathmore Parchment?

Strathmore Parchment *Test Book*

shows the difference between the best and the rest.

Ask your printer for it or write us.

·STRATHMORE PAPER COMPANY·

Successor to

MITTINEAGUE PAPER COMPANY

Mittineague, Mass., U. S. A.



**STANDARD ADVERTISING
BULLETIN**

3 Chicago Morning Newspapers

Which Tells the Truth?

For months **STANDARD ADVERTISING**, the light-shedding magazine on advertising, has been collecting, sifting and analyzing the Chicago morning newspaper situation. Been forced to do it because the many conflicting statements from our own good town of Chicago must be straightened out. It's our Job.

The first gun is a square-toed line-up in the current issue, with letters from the Tribune, Record-Herald, and Examiner.

Same issue also explains What Is the Matter with Shoe Advertising as a result of much investigating.

These are samples of the work done for advertisers, to help them make their advertising dollar earn 100 cents.

Send \$1.00 and receive 12 issues containing pungent facts about advertising—the kind sensible buyers want.

SPECIAL—Copy of Mr. Brown's latest book, "Our Divine Right to Choose," will be mailed free as soon as printed to each new subscriber mentioning this ad.

STANDARD ADVERTISING

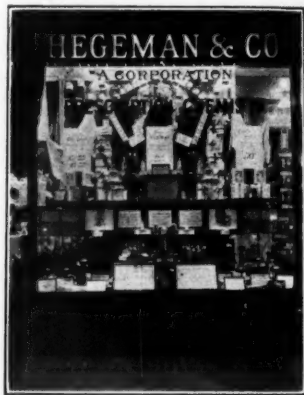
SETH BROWN, Editor

Kesner Bldg.

CHICAGO

his power. Often he has to make an about face in his merchandising methods, making them conform to the best modern retail standards, which demand a basis of good-will. Better service in retail stores, together with the improved conception by a merchant of his functions in the selling scheme which that indicates, is of direct benefit to manufacturers selling through retailers.

Moreover, it is evident that the person who buys over the telephone must clearly signify his wants. This means in many cases a demand for advertised, trade-



SYMMETRY AND SIMPLICITY ARE CONSISTENTLY PRACTICED

marked brands. The merchant is impelled to put his better foot forward. He will push his best offerings to the front—those that will make the strongest appeal to the public. He will find himself featuring in his windows articles of established reputation. This may not prove wholly true in every case, but it is certain that the tendency is in that direction.

We received the first hint of how we might use the windows from the manager of Hempel's Pharmacy, in Bath Beach, Long Island. He telephoned us last November, saying that he had found that his window displays brought him business and was wondering whether we would not

co-operate in building window displays to increase his telephone order business.

The more we thought of this plan the better we liked it. It had distinct possibilities, if tried out on a large scale. We accordingly dispatched a man to co-operate with Hempel's Pharmacy.

It developed that the store had been in Bath Beach only six months. It had to compete with six established drug stores which had been there for from five to ten years.

The display which Mr. Bronson, the manager, arranged was very simple. It cost little but it certainly was prolific in good results. Some advertising literature was used, also red and blue display signs, making an attractive and catchy appearance. In the front window was hung a large banner in green and gold on which was this slogan: "All telephones lead to Hempel's." There were artistically lettered window cards. One of them read: "Cigars? Certainly we keep the best. Telephone." Others were: "Candy? We have a tasty assortment. Telephone"; "If you are in a hurry, telephone"; "If it is rainy, telephone."

Tables were arranged inside the store with candies, toilet articles and other goods upon them with a telephone in the center, each table being connected to a central table by wires. Each table had its appropriate signs which told the public that orders over the telephone would meet with immediate attention, that the telephone would save many trips, that prescriptions would be filled promptly by special messengers. All of this was arranged so that the public could grasp the full scope and significance of what the "Telephone your order" business was. The concrete appeal to the eye is often irresistible.

Within two weeks, so Hempel's informed us, sales increased fifty per cent. Customers who had bought their drugs at other stores for years now telephone their orders from home. The store has installed a new telephone equipment to handle the increased traffic. One doctor, riding by one

The Right Sort

The right sort
of manufacturer
has nothing to
say to his
customers
that The
Woman's Home
Companion
cannot endorse.

day, chanced to observe the display. Within a week the physician telephoned fifteen prescriptions, although he lived a mile away. The telephone carries the store to the home of the buyer.

I have gone thus into detail in order to show how the plan operates. The aim is to make

upon our own ideas. The habit has been for our representative to work out, with the retailer, ideas which shall make a forceful selling window. The retailer is at home in this field and we have found him fertile in suggestion.

Some merchants have shown a tendency to put too much into the window. This results in a confused impression. Both for the retailer's interests and ours it is better that a passer-by grasp instantly the "Telephone your order" idea. Simple displays act best thus to concentrate the attention upon the one appeal. Telephones and attractive merchandise are the components of all the displays.

The merchant quickly appreciated that he must back up these orders, received over the telephone,

with the best service he was capable of. It would be of little use to create business only later to lose it by carelessness or lack of facilities to care for it promptly. The telephone company



PLAYING EACH STORE UP AS CENTER OF TELEPHONE SYSTEM

the people regard the telephone, not as an incidental adjunct, but as a prime factor in comfort and business building.

The telephone company got five contracts traceable to this display alone and it is likely that fifteen other new contracts made in that district are indirectly due to it.

We then detailed a man to canvass the drug stores, having in mind to try out this line of trade before embarking upon the larger plan which would include every kind of retail establishment. We asked our local managers to report chances for good window display. Not every location was suitable. But enough windows were found of the right kind to justify us in scheming plans and installing over sixty displays in the greater city and northern New Jersey.

After our organization had taken a firm hold of this work, it was discovered that there was no bureau or agency to which we could go for window-display designs. We therefore had to rely



NOTE THE CROWD IN FRONT OF TELEPHONE WINDOW DISPLAY AND THE OTHER DISPLAY NEGLECTED

has formed a special corps of men whose duty it is to take up with merchants the necessity of good service.

One large store has a mail-order department which had been receiving the credit for telephone

OUR closing date must be advanced. In order to complete the press run of our more than 2,000,000 copies in ample time for proper distribution, forms must close the 25th of the second month, preceding date of issue.

Ever try to think of the magnitude of 2,000,000 circulation! For the last month our printer has let us think of little else.

To "think" 2,000,000, to print 2,000,000, to ship 2,000,000 copies of this publication in response to a demand from the readers of 2,000,000 homes, impresses us as being one good and sufficient reason *why* we should carry your advertising.

There are *many more reasons*.

More Than 2,000,000—\$5.00 per line

American Sunday (Monthly) Magazine

Issued first Sunday of each month with New York American, Boston American, Chicago Examiner,—second Sunday with San Francisco Examiner and Los Angeles Examiner.

W. H. JOHNSON, Advertising Manager

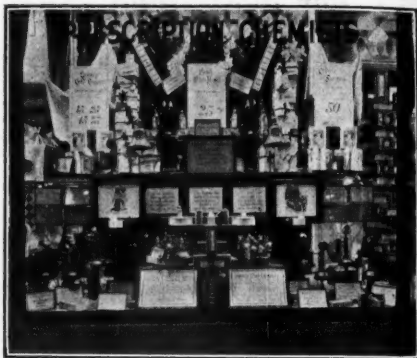
23 East 26th Street,
New York City.

511 Security Building,
Chicago.

calls. But these calls were attended to by the sales force on the floor. Therefore arose the possibility of friction between the two departments, for each was anxious to receive all the credit possible. The manager therefore called his sales people together and gave them a strong talk about building sales. He told them that the chief aim was to sell more goods. Every person should work cordially to that end. The store was willing, he said, to readjust its system of credits in order to develop the telephone business as far as possible. Therefore a duplicate system of credits was arranged, both the mail-order department and the sales staff on the floor receiving proper credit.

I recite this instance to show how far-reaching such a plan as

teresting to know that the store mentioned has created a special telephone order department and to care for it has assigned the



A DISPLAY THAT BROUGHT MUCH NEW BUSINESS

best saleswoman in the place.

The displays last from one to three weeks. It not infrequently develops that a merchant will ask, at the end of the specified period, that another window be arranged for him. The telephone company has heretofore furnished without cost to the merchant a whole or a part of the display plan, and also the material making up the display.

It is planned to include all varieties of retail activity. We are confident that inherent in this campaign, which is backed by our newspaper advertising, is profitable new business for the company and increased orders for the retailer.

Not the least of the benefits is the fact that many merchants have come to regard the telephone company, not as an impersonal entity, but as a business friend, anxious to help its own cause by helping its patrons.

This is what I meant in the beginning, when I said that public good-will is a forceful creator of business for a corporation.

The Atlanta Admen's Club is working for a new city charter. It will also hold an aviation meet on October 21, the date of the arrival of the Glidden tourists.



AN EFFECTIVE DISPLAY IN THE SUBURBS

this is. It sets in motion influences which reach in unexpected directions to stimulate better methods of getting sales and caring for them properly. It is in-

DRAWING THE TEETH OF
COMPETITION

FOOLISH TO FOLLOW OLD SAW AND "IGNORE COMPETITION"—TO OVERCOME IT YOU MUST GET THE CUSTOMER TO THINK AS YOU DO ABOUT YOUR PROPOSITION—FRANK EXPLANATION OFTEN THE BEST TO TAKE THE STING OUT OF A COMPETITOR'S "TALKING POINT"

By J. W. Binder.

Competition, Noah Webster tells us, is "striving for superiority." I don't believe, strictly between ourselves, that old Noah knew very much about competition, commercially. I rather think he considered the word purely in its academic sense. If we think about it in that light, competition is not a bad thing, for strife leads to growth, and a strife the object of which is to determine who is superior, cannot but be helpful.

Considered, however, in its commercial aspect, competition is a real problem. Note I said problem, not bugaboo, or any of the harsher terms that have been applied to it by those who have to meet it daily. Some one has characterized competition as the "life of trade." For years our fathers pretty generally accepted this as true. We are beginning to know better these days, and if you asked me what I thought about the matter, unless the day was specially fine and my dinner had been unusually good, I should likely tell you that competition was damfoolishness. At any rate, I know that is what Gene Wood would (no joke) tell you, no matter what kind of a day it was or how good his dinner had been.

I have admitted that commercial competition exists. We are to consider, as present-day sales managers, how best to meet and overcome it. So let's go to it.

Some sales managers say to their men "ignore competition." That's foolish. It is real. The salesman knows it's real. To tell him to ignore it or to forget it is neither wise nor helpful.

There are two ways to meet and overcome competition. I



Here are some significant figures. They tell the story of the progress, the success, the recognition of

The Syracuse Evening Journal

During the first six months of 1911 THE SYRACUSE EVENING JOURNAL carried 175,080 inches of advertising. Its afternoon contemporary carried 160,240 inches.

During the six months THE JOURNAL had 6,704 inches gain in local and 2,748 inches gain in general, a total gain of 9,452 inches advertising over the same period last year.

For the same period its contemporary showed 3,107 inches loss in local and 918 inches loss in general, a total of 4,025 inches.

The examination of the A. A. A. during the summer resulted in a certificate of over 35,000 to THE SYRACUSE EVENING JOURNAL.

We will gladly show you a copy of the report.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

have always told salesmen whose training and handling were in my care that their best weapon in meeting their competitor on his own ground and beating him was to know his line or his machine as well or better than his own salesmen know them. That means hard work for the salesman, but it pays. In some cases it is wise to anticipate the claims your competitor will make against you and dispose of them ere they are made.

To illustrate what I mean, here's an actual occurrence. Two salesmen were after a typewriter sale. Their machines were the same price and it was purely a matter of salesmanship. The man who got the order finally won out because he first made a very strong presentation of the merits of his machine. Then, where the ordinary salesman would have stopped, and pushed an order blank at the prospect, this man said, "Now, Mr. Jones, I have told you, and I believe convinced you, that I have the machine you ought to buy. I would be less than a straightforward, honest man, if I did not let you see that this machine has some limitations. There are some things it will *not* do. If you will give me just a few moments more, I'll tell you about them."

Then he went ahead and took up point by point the claims he knew his competitor had or would make against his machine and showed how puerile each one was. For instance, his machine did not supply a bi-chrome ribbon. He stated this frankly and then, in the same breath, drew the sting by saying, "The principal object of the bi-chrome ribbon is to make certain words or phrases stand out. I am sure that any one receiving a letter dictated by you needs no artificial aid to tell him what is emphatic and important and what is not. The bi-chrome ribbon may be useful to the *tyro* in letter writing, but not to such a past master as yourself."

Flattery, you say? Sure, but who of us is not susceptible? Anyway, the teeth of competition on that point had been drawn. He

got the order. That's one way.

Hugh Chalmers says that a sale is not made in a man's pocket-book, nor in his check book, but in his mind. You've got to change the mind of the man who had listened to the siren song of your competitor before you can sell him. Therefore, the best "mind changer" is the man who will get the order and also the best mind changer is the most successful "competition-meeter."

Reduced from text-book logic to ordinary readin', this means that the man who comes into your office with his head up, his chest out, his personality fairly radiating success; the man who believes thoroughly, unquestionably in the merits of his proposition; the man who makes you feel that enthusiasm which is always the result of these conditions, *he* is the man who overcomes any and all competition and gets your signature on the dotted line. Not a doubt in the world about it. He *gets it* in spite of all the competition in the world—perhaps *because* of it.

So, if you were to ask me what is the shortest formula for successfully meeting competition, I would say, "Train your salesmen until they become expert enthusiastic, irresistible mind changers."

IN WEST FOR "HAMPTON-COLUMBIAN"

The Columbian-Sterling Publishing Company announces the appointment of G. W. Weatherby as Western advertising manager of *Hampton-Columbian Magazine* with headquarters at 1818 People's Gas Building, Chicago.

A TIP FOR YOUR DEALER

What is the dealer to do who wishes to reach a large territory in a good agricultural section of the country? Where he can not get the services of a good home paper, obviously he is to publish a paper of his own. This has been tried by a great many progressive and hustling dealers. This paper may be issued once a week or as frequently as the judgment of the dealer suggests. Some dealers issue one once a month or once in two or three months. So long as it is comprehensive and contains a good display of seasonable furniture and staples it can be issued less frequently, say once or twice a season.—"*Getting Together*," *Barcalo Mfg. Co., Buffalo, N. Y.*



ADVERTISING in adult magazines would be more effective in many cases if written to impress a youthful audience. Most grown-ups are only children of a larger growth and are interested in much the same things that interest the youngsters. This is particularly true in the case of St. Nicholas families. The character of St. Nicholas and its price of \$3 per year indicates the character of the families into which the magazine goes.

Intelligent parents are very particular about what their children read and therefore peruse with care all reading matter they permit to reach their children's hands.

But grown-ups are fond of St. Nicholas for their own entertainment; generally they themselves used to read St. Nicholas when they were youngsters for St. Nicholas has been a favorite for thirty-eight years.

Out of 860 letters from St. Nicholas subscribers, 347 stated the mother reads it; 231, the father; 101 additional children said "the whole family reads it" and many more said "we all read it." In 807 of the 860 families heard from we know that the adults read St. Nicholas every month. Can any one want more evidence?

Advertisements in St. Nicholas are also effective through the children. The child pores over the interesting advertising pages with the same absorption that he does over the rest of the magazine. He brings them to his father, mother, uncle, aunt, brother or sister, to be read aloud, for explanation or because he wants the article advertised.

Statistics for 1900 indicate that each year about two million educated youngsters become grown-ups—begin to work—become buyers for them-

selves. St. Nicholas reaches the cream of this two million new customers. No magazine has had or ever will have so intimate a place in their affections as St. Nicholas.

Children have preferences just as you have. Their minds are easily impressed and also more retentive than a few years later when they become buyers.

Concrete evidence that the youngsters read the advertising pages in St. Nicholas is found in the responses to our own advertising competitions (see page 10 in the October number which will be sent to any interested advertiser). One advertiser is using this number, only because St. Nicholas paid him last year on a direct return basis.

Test the attraction of St. Nicholas for young folks in your own house or in the home of a friend where there

are children. Test the attraction of St. Nicholas for grown-ups, for yourself, by a glance at the October number.

For instance:

"In a certain inclosure of the New York Zoological Park, there is a sight absolutely unique, a sight the like of which no other inhabited or uninhabited portion of the globe can boast." Page 1059.

A Miniature Village Built by Boys. Page 1070.

The Battle of Base-ball, Seventh Paper—Generalship of Defense. Page 1092.

Model Aeroplanes of 1911, Sixth Paper—Meets. Page 1109.

"The Peanut is a bean which ripens underground." Page 1128.

"Phallus aurantiacus, grows one and one quarter inches in one minute." Page 1131.

Cultivate the St. Nicholas families for the sake of their trade to-day and to-morrow.

DON M. PARKER

Advertising Manager

UNION SQUARE, NEW YORK

SELLING REAL ESTATE IN DULL TIMES

A CAREFULLY PLANNED CAMPAIGN IN NEWSPAPERS AND STREET CARS BUILDS UP MANHATTAN BEACH IN TWO YEARS—SELLING UNDER-WATER LOTS SIX MONTHS BEFORE RECLAMATION—SALES AGGREGATING A QUARTER OF A MILLION IN THREE MONTHS

An article published in the New York *Herald* of September 3 tells a very concise story of how a \$20,000 campaign of advertising judiciously placed has sold over \$1,500,000 worth of ocean front property at Manhattan Beach Estates during the past two years.

This development was completed about two years ago, and Joseph P. Day, of New York City, was appointed sales agent. A photograph showing Manhattan Beach at that time displayed only the Oriental and Manhattan Beach hotels, and a beautifully laid out development with but one house on it. A picture taken last month shows a community being built up; houses in course of construction and about fifty completed and occupied.

There was no question two years ago about having the goods to deliver, but it was no easy task to outline a campaign of advertising that would sell this property during the winter months as well as the summer months, for it is usually dull in suburban real estate during the winter months. In analyzing propositions of this kind the important factor is advertising.

A campaign was very carefully worked out. Newspaper advertising was chosen as the forerunner of this campaign, and a fifty-line

double-column ad was run one weekday and Sundays in a number of the New York and Brooklyn newspapers for two years, with a little additional display during the summer months and days previous to holidays.

This copy had to be very carefully compiled in order not to conflict with the many other propositions handled by Mr. Day. Various trade and professional men were written to and then called upon by salesmen. A poster campaign on subway and elevated stations was run during the summer months, June, July and August of each year. A campaign of street car advertising was conducted for two years. This campaign was of the word picture type; a short statement of fact concerning Manhattan Beach Estates printed in large type and easily read. No other mediums of advertising were employed in this campaign.

BUNGALOWS RIGHT ON THE ATLANTIC OCEAN

Think of owning a home on restricted, ocean front property at Manhattan Beach—35 minutes from City Hall. A train a minute. Moderate prices. Easy terms.

MANHATTAN BEACH ESTATES

5TH AVE. AT 42ND STREET.

SEND FOR ILLUSTRATED BOOKLET

EXECUTIVE OFFICES 31 NASSAU ST.

Joseph P. Day SALES AGENT

OCEAN FRONT BUNGALOWS—35 Minutes from City Hall

You can buy an all-year home at Manhattan Beach at a moderate price and on easy terms. Property restricted. A train a minute. All city conveniences—no assessments.

MANHATTAN BEACH ESTATES

5TH AVE. AT 42ND STREET.

SEND FOR ILLUSTRATED BOOKLET

EXECUTIVE OFFICES 31 NASSAU ST.

Joseph P. Day SALES AGENT

STRAIGHT TO THE POINT CAR CARDS

Last May the owners of Manhattan Beach Estates were granted permission by the United States Board of Engineers to change the bulkhead line along the Atlantic ocean, and have also been granted permission by the War Department to reclaim the

property which was washed away by the sea.

The construction of a new seawall was planned, which, when completed, would add about fifty acres (or 600 lots) to the present holdings of the company. The lots that were to be made by this improvement were surveyed and outlined on a map and placed on sale.

"It was calculated," Mr. Day reports, "that the campaign of advertising would have to be strengthened in order to dispose of this land under water. After considerable thought on the subject we decided to test the strength of street car advertising, and concentrate the force of a yearly campaign which had already been outlined, into a four months' campaign of considerable strength, and an eight months'

"As a result of the campaign over one-half of the property, which is now under water, not made, and which will not be ready for use until April 1, 1912, has been disposed of at prices ranging from \$1,500 to \$4,000 per lot. The rest is being sold in fair-sized plots.

"During this, one of the dullest seasons ever experienced in real estate, nearly one-quarter of a million dollars worth of property has been disposed of during the months of June, July and August."

GRASPING NATURE OF SHOE CLERKS

NORWOOD, O., Sept. 26, 1911.

Editor of PRINTERS' INK:

Sometimes we read a statement that we immediately assume to be a good one just because we happen to see it in PRINTERS' INK or some other publication in which we have faith. On page 26 of the issue of September 21, in the very interesting series of articles on the N. C. R., reference is made to the necessity of analyzing sales conditions. We ought to do the same thing in what we read.

For instance, in the "Little School-master's Classroom" of the same issue, the statement is made that a big shoe concern gauges the value of its salesmen by the fact that they sell, in addition to the pair of shoes, a bottle of shoe polish and a polisher besides.

Let me tell you that early in the summer, when buying a pair of low shoes, I made the resolution that it would be the last pair I would buy in a certain store. I have been buying there for several years, partly because I like the shoes, partly because they are

well advertised, and this seems to me a guarantee of their quality. But the last thing the salesman says to me, when I have selected some shoes, is: "Now won't you have a pair of silk laces? Or some shoe polish?" And the last time, he actually insisted in showing me some silk hose, after I had told him that I had just bought a summer's supply!

I am tired of trying to be sold something I don't ask for! Why don't they advertise their hose, and compel me to ask for them when I need some?

ALBERT STRITMATTER.

REFINED OCEAN FRONT HOMES

At Manhattan Beach. Restricted property. No time tables—a train a minute. All city conveniences—no assessments. Moderate prices—easy terms. Act NOW.

MANHATTAN BEACH ESTATES

512 AVE. AT 42ND STREET.

SEND FOR ILLUSTRATED BOOKLET

EXECUTIVE OFFICES 31 RASSAU ST.

Joseph Day SALES AGENT

OCEAN FRONT BUNGALOWS—IN NEW YORK CITY

At Manhattan Beach—only 35 minutes from Manhattan. No time tables. All city conveniences—no assessments. Prices moderate. Terms easy.

MANHATTAN BEACH ESTATES

512 AVE. AT 42ND STREET.

SEND FOR ILLUSTRATED BOOKLET

EXECUTIVE OFFICES 31 RASSAU ST.

Joseph Day SALES AGENT

FEATURING THE CONVENIENT LOCATION

campaign slightly reduced. Instead of running 500 cards of four kinds, changing them once a week, the plan was to run 750 cards of eight kinds, changing them twice a week. The newspaper advertising was kept up the same as before with the exception of a slight change in the copy, mentioning the fact that a new section had been added.

The most economical and effective way to reach the 300,000 leading homes (in more than 35,000 towns) that subscribe for the Christian Herald is by advertising in the Christian Herald.

There is so little likelihood of duplication and so much proof that this is the most authoritative publication going into these particular homes, that you can be absolutely sure that the addition of the Christian Herald to an otherwise incomplete schedule would strengthen your campaign out of all proportion to the increased cost.

The point is that the majority of these wholesome, substantial, home-loving families cannot be reached at all through any other periodical in which you are advertising. (Look at your list for a moment and judge for yourself). Therefore you cannot satisfactorily standardize your product in these 35,000 towns without advertising in the Christian Herald.

Surely no schedule is too limited to include a publication of which the foregoing can be said, unless the advertiser happens to be concentrating in big cities.

H. A. Reed



A little boy had been sent out to pull weeds.

"Father," he said, "I can't pull those weeds; the whole earth is hitched to the other end of them."

Farm and Fireside has a great deal of influence, because the whole earth is hitched to the other end of it.

The farmer, the man who gets his profit from tilling the soil (the first producer of the wealth of the country), is both the cause and the result of the great "pull" of a paper like Farm and Fireside.

Last year, he took out of the earth a great profit. This year, he will take out a greater one. That profit must be spent upon necessities as well as luxuries.

The publication which has the most influence with him, is the publication that helps him most in making a success of his business—

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

71

DEALER HELPS MADE MORE HELPFUL

THE BIG MATTER OF CO-OPERATION BETWEEN MANUFACTURER AND DEALER AS VIEWED BY THE LATTER—ENORMOUS WASTE OF "HELPS" DUE TO LACK OF THOROUGH MUTUAL UNDERSTANDING OF NEEDS AND AIMS—WHERE ENERGY MAY WELL BE DIRECTED

By Viola Reynolds,

Advertising Manager of the Mills Dry Goods Co., Topeka, Kans.

The spirit of co-operation between manufacturers and retailers is one of the strongest forces in American commercial life today. It is an outgrowth of the confidence established by modern methods of fair dealing. The ancient wall of distrust that stood for centuries between those who bought and sold has crumbled under the steadily increasing pressure of simple honesty in little as well as great business transactions.

Manufacturers are willing to help dealers sell their products by giving a lift on the advertising. More liberal appropriations are being placed every year with merchants who are willing to co-operate by making good use of this allowance. Most manufacturers are farsighted enough to pay these advertising bills out of the profits on the local accounts, without raising the price of the merchandise to cover them, or taking the value out of the quality. This assistance is invaluable to the merchant, and should be reciprocated by strong efforts on his part to make the most of his opportunities.

The strength of any magazine publicity is doubled in the community where it is reinforced by good local advertising, whether the advertisements are embodied in those of the merchant who controls the line, or inserted separately over his firm's signature. If it is not desirable to make appropriations for large space, a series of small advertisements, cleverly designed and written will bring good results and encourage merchants to keep the manufacturers'

lines constantly before his readers.

Advertisements for trademarked goods, unless intended especially to connect a local with a magazine campaign, are more successful if placed by the merchant at his own discretion, suiting the time of publication to trade, weather, and other conditions in his town, whether copy is furnished in matrix form, or prepared locally.

Millions are spent yearly on printed matter furnished free to dealers. Most of these booklets, folders, etc., are written and illustrated by experts, and are of a high order of advertising literature. If properly utilized as envelope and package enclosures, they are great business builders.

Manufacturers who follow the plan of taking merchants' orders for free advertising matter, in such quantities as they agree to use, seldom lose on their investments, though much valuable matter is wasted by being too lavishly distributed without such agreement.

This is one of the points on which closer association between manufacturer and merchant is needed—they are not as yet near enough together to know fully each other's requirements or purposes.

Stereotyped literature goes out to all classes of merchants alike, irrespective of the vast differences in local conditions and individual needs. The appeal that reaches one dealer, cements his friendship and helps him win trade, is lost upon another, in different environment. Manufacturers who know the value of acquaintance with local conditions obviate much of this waste, and render the most effective assistance.

THE BEST KIND OF CUTS

Manufacturers who furnish stock cuts of their products help materially in the selling by sending a few really good electrotypes that occupy small space and come out clear and clean on newspaper stock. But supplying cuts of inferior quality, and inartistic design, is done at a loss, both to those who pay the engraver, and

The City of Rochester has a population of 218,149, and Monroe County, including Rochester has a total population of 239,434.

Most newspapers boast when they can show a ratio of one paper to every 5 or 6 people in their city, but

The Rochester Democrat and Chronicle

does a little better than one paper to every four people in Monroe County. No wonder it is so overwhelmingly strong in its community.

Over 60,000 Net Paid Daily

To think of Rochester is to think of the
DEMOCRAT AND CHRONICLE.

PAUL BLOCK, Inc.

Managers Foreign Advertising

250 Fifth Avenue, New York
Steger Building, Chicago

the merchant who pays for newspaper space, for advertising illustration has risen to the dignity of an art, in the smaller as well as the larger cities, and readers judge the value of an advertised article largely by the quality of the illustration.

It is also a mistake to furnish fine screen halftones for use in newspaper advertising. These expensive cuts produce only an unsightly blot on coarse newspaper stock—and should be sent only for catalogues. The merchant who accepts these valuable cuts knowing them to be useless for his purpose, does not co-operate with the sender to the extent that he should.

Individual catalogues or booklets published by manufacturers for dealers are productive of good results if attractively got up, and contain the merchant's own regular prices for the goods catalogued. It is a mistake to publish these booklets without prices, relying upon the trade to go or write to the merchant for this information. The customer usually loses interest in this form of mystery story, in the interim, and never gives the merchant a chance to reveal the denouement.

One of the most practical and inexpensive of the smaller booklets now published by manufacturers is furnished by a shoe house. It is a two and one-half by three inch *loose leaf* booklet, containing a dozen or more leaves each illustrating one shoe, with description, the merchant's price list being printed on a separate leaf, his imprint on the cover.

The beautiful and effective catalogues furnished by national advertisers are excellent business builders, and far out-class the publications of any retail houses except the greatest stores in this country.

A women's garment house, famous for its splendid advertising campaigns and genuine co-operative spirit, publishes a style-book of high artistic and literary merit and great selling power. In the style-book are pictured the garments illustrated in the magazine advertising. These numbers

are carried in regular stock by merchants who use the style-book. The book, with a full complement of artistic window, department and street car display cards, also efficient advertising and selling helps, are furnished entirely without charge, the style-books are mailed from the factory if desired, to the merchant's own lists at a cost of one cent a book.

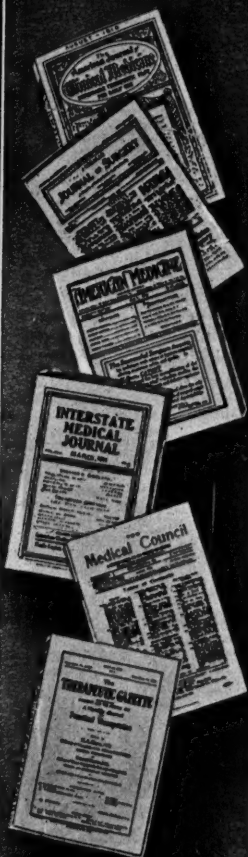
The problem of co-operation seems more nearly solved by this house than most others, not only in liberality of advertising expenditure, but in the genuine spirit of interest, and desire to forward the merchant's welfare which pervades all transactions. Both advertising and sales departments are kept in close touch with local conditions, which greatly increases their helpfulness.

Makers of many nationally advertised lines, such as women's cloaks, and suits, toilet preparations, etc., find free lectures, given under the auspices of local dealers, productive of excellent results. These lectures must, of course, be kept strictly high class, though great expense need not be incurred if properly managed. They are in a sense, demonstrations refined and amplified—designed to reach and convince, at one hearing, a greater number of persons than a demonstrator can meet and talk to individually, in a two weeks' stay at a department store.

Though they are gradually being discontinued, department store demonstrations are still given, with profit to manufacturer and merchant, in some lines—notably toilet goods.

Corset demonstrations have received a new lease of life from the living model feature.

It remains for some manufacturer of toilet goods or corsets for the best trade to put the individual and exclusive touch to his co-operative selling plan by sending to his best accounts an accomplished demonstrator who shall visit customers in their own homes, by appointment. With the advantage of a private interview (granted always by the customer, at her pleasure), a refined



**THE
BIG
SIX**

Get The Doctor's Endorsement

by using advertising space in the publications he reads and saves for future reference. No advertising campaign is complete, nor can it accomplish its fullest results without a certain amount of medical advertising. The advertisement in the medical journal will

"Clinch the Argument"

by winning the doctor's aid and support. In other words, medical advertising develops a force or influence that makes lay advertising doubly, yes, quadruply effective. Would you like to have this force actively at work, promoting the interests and sales of your product?

If so,

Use "The Big Six"

and convince over 100,000 different physicians of the actual merits of your goods. In no other way can you do more for your business, or make your general advertising bring more substantial results. "The Big Six" offer a result-bringing proposition that is most attractive to the aggressive business men.

For full information, address,

The Associated Medical Publishers

S. D. CLOUGH, Sec'y.

Ravenswood Station, Chicago, Ill.

Amer. Jour. of Clin. Med.,
Chicago, Ill.
American Jour. of Surgery,
New York, N. Y.
American Medicine,
New York, N. Y.
Interstate Med. Jour.,
St. Louis, Mo.
Medical Council,
Philadelphia, Pa.
Therapeutic Gazette,
Detroit, Mich.

and tactful woman could hardly fail in making permanent business for a high-grade, strictly reliable product.

Personal acquaintance is a strong asset in any business, but most heads of great manufacturing interests having accounts in all parts of the country must relegate the work of visiting the trade to sales managers and salesmen. However, those to whom an occasional tour of the larger accounts is possible are in a better position to direct the co-operative work of their subordinates, from their own intimate knowledge of conditions. These men are prepared to check up the plans of their advertising and sales managers against certain knowledge of facts, eliminating much experimental work.

Advertising managers need to study the requirements of the merchants to whom they appeal. Those who do this can fit together the intricate parts of an advertising campaign in such manner that the individual selling plans of dealers will dovetail perfectly with their own. An achievement possible only to those who get together in a spirit of mutual confidence and good will.

Salesmen who join forces with their customers can help materially by passing on from one dealer to another the good sales plans and advertising ideas discovered in their travels.

Letters can form a strong bond of interest and helpfulness: *letters*, not process "dummies." Letters worth the postage keep to the original purpose of correspondence. They are personal

communications—giving or asking information or advice, telling trade news in which the reader will be personally interested—brief, but vital. Letters written in good faith, as from one man to another, are the kind that are *read, answered and filed*, while the solid page of process typewriting goes unread to the waste basket.

The foregoing, written from the retail viewpoint, merely touches upon co-operative methods of proved efficiency, and ventures a few theoretical digressions. The experience of every manufacturer and merchant is rich in suggestions for the attainment of co-operation in its highest and most useful sense.

ENGLAND SENSES AD CLUB IDEA

Up to the present time Great Britain has not shown anything like such activity and organized effort in the field of advertising as they have done in America.

There are not more than three associations connected with this branch of enterprise in London with any real influence, and the most important of these—the Thirty Club—is still too young to show a conspicuous record of achievements. It has, however, already inaugurated more than one reform in the craft, so far as England is concerned, besides introducing a few new ideas.

The inspiration received by the twenty English delegates to the Boston Convention will undoubtedly give a new impetus to the movement here, especially as the British organizations are now to be regularly affiliated with the American National Association of Advertising Clubs.

This means a constant exchange of literature and ideas on the subject of advertising. The results are certain to be widespread and profitable to all concerned.—*London Standard*.

WANTED

Business Deserving Publication

**TO REPRESENT IN NEW YORK
AND EASTERN TERRITORY**

—WRITE FULLY—

C. W. WEAVER 449-51 **NEW YORK**
FIFTH AVE. BLDG.

AN ARGUMENT FOR PARCELS
POST

My opinion is, that the local editors, the owners of the newspapers in the smallest communities, will never come into their own, until the United States Government shall introduce the parcels post system.

As matters stand now, hundreds of men who would be glad to advertise in local newspapers, to reach the local population, away from the big department stores, are unable to do so, because the express companies make it impossible for the manufacturer to reach the consumer reasonably.

If the man who owns a newspaper in the country had the power, backed with parcels post, to distribute manufactured goods to his readers directly, his paper would be of the greatest possible value, and infinitely more valuable per copy of circulation than any newspaper in any big city.—*Arthur Brisbane, of New York "Journal," in "Pacific Printer."*

GOVERNMENT WILL ADVISE
TO DEVELOP PHILIPPINES

An organized plan for advertising the Philippines is now to be undertaken by the Government, for which the Legislature has appropriated \$25,000 to supplement a similar amount raised by private subscription.

WACO WELCOMES COLEMAN

The welcome which President Coleman, of the Associated Advertising Clubs of America, got at Waco, Tex., September 19, from the local advertising club was equal to the best given by the other clubs on the circuit which President Coleman is making. He was met at the station by President W. V. Crawford, of the Waco Ad Club, and many members of that club and other advertising clubs of Texas. He was later taken for an automobile trip through the city and its environs.

The banquet in the evening was a very impressive affair, being attended by leading advertising men from Waco and the nearby cities, as well as by leading business men in all lines. I. Friedlander was the toastmaster, and addresses were delivered by Mr. Coleman, Hon. Abr. Gross, Walton Taylor, E. F. Carroll, George Robinson, F. T. Crittenden of Fort Worth, president of the Associated Advertising Clubs of Texas, and others.

W. S. Archibald, for two years in the advertising department of *Life*, and before that connected with *Vogue*, is now with the Leslie-Judge Company, New York.

John W. Hatfield, formerly sales manager of a Grand Rapids catalogue house, has joined the forces of the Curtis Advertising Company, of Detroit.

Outdoor Advertising Has Always Been "Zone Advertising"

Maybe that is the reason it was practically monopolized in the old days by a few discerning ones who saw the enormous value of *concentration* plus *permanency* in publicity, and had the courage and patience to overcome the difficulties presented by disorganization.

Perhaps, too, that is the reason it is now being taken up every day by *new* lines under the tremendous advantage of an organized, high-class service.

Full particulars submitted without obligation.

The O. J. Gude Co., N. Y.

Outdoor Advertising Everywhere

ATLANTA ADVERTISERS UNDER PROSECUTION

MANDEL & MANDEL, DOING BUSINESS AS AMERICAN BROKERAGE COMPANY, TELL WEIRD STORY TO ACCOUNT FOR SLAUGHTER PRICES—SKEPTICAL MERCHANTS TURN UP CONTRADICTORY FACTS AND SWEAR OUT WARRANTS—AD CLUB HELPS

A dozen leading merchants of Atlanta, Georgia, have brought about the prosecution of two local advertisers for publishing an advertisement which is claimed to be false and misleading. There appears to be no law in Georgia, as there is in New York and some other states, which deals with an offense such as this is alleged to be as an advertising offense. The warrants issued against the two advertisers therefore charge cheating and swindling. The Ad Men's Club of Atlanta has taken the matter up and has joined the merchants in promoting a vigorous prosecution, and as a member, S. C. Dobbs, advertising manager of the Coca-Cola Company and ex-president of the Associated Advertising Clubs of America, is giving his support. Legislation will also be sought to make the offense of publishing false, fraudulent or misleading advertising more recognizable and more readily punishable.

The men for whom warrants were issued are Sam and Will Mandel, known as Mandel & Mandel and doing business under the name of the American Brokerage Company. Sam Mandel was arrested and gave bail in \$200 for his appearance in court September 25. Will Mandel was not in town when the warrants were issued.

The two men are not citizens of Atlanta. They came to town recently, opened a men's clothing store at No. 94 Whitehall street, and advertised a large job lot of men's clothing at very low prices. In their advertisement, they stated

that "some time ago the building commissioners condemned the building occupied by the Paul & Hammer Clothing Manufacturing Company, No. 445 Flushing street, Brooklyn, New York, one of the largest clothing manufacturers in the East, and before they had time to move their mammoth stock which they had made up for their spring and summer trade, the building collapsed, carrying everything down into ruins. The American Brokerage Company bought it as it lay there and found that the stock was only damaged by dust."

The announcement covered nearly a page and depicted the collapse of a building, the sign on the fallen walls reading "The Paul & Hammer Clothing Manufacturing Company."

The unusual price offer aroused the ire of local merchants and a letter was sent by them to the local papers protesting, on behalf of these merchants, against the

"This Ad Published in the Interest of Honest Advertising"—Fred Hunter, Secretary Ad Men's Club of Atlanta

A FAKE EXPOSED

Clipped From Advertisement of American Brokerage Company, 94 Whitehall St., Atlanta, Ga.

| | | |
|---|---|---|
| <p>DAY LETTER</p> <p>THE AMERICAN BROKERAGE COMPANY, 94 WHITEHALL ST., ATLANTA, GA.</p> <p>WE HAVE A LARGE STOCK OF MEN'S CLOTHING, WHICH WE HAVE BOUGHT AT A VERY LOW PRICE, AND ARE NOW OFFERING IT AT A STILL LOWER PRICE, IN ORDER TO GET IT OFF OUR HANDS. THE STOCK IS OF THE LATEST DESIGN, AND IS OF THE BEST QUALITY. WE HAVE A LARGE STOCK OF MEN'S CLOTHING, WHICH WE HAVE BOUGHT AT A VERY LOW PRICE, AND ARE NOW OFFERING IT AT A STILL LOWER PRICE, IN ORDER TO GET IT OFF OUR HANDS. THE STOCK IS OF THE LATEST DESIGN, AND IS OF THE BEST QUALITY.</p> | <p>DAY LETTER</p> <p>THE AMERICAN BROKERAGE COMPANY, 94 WHITEHALL ST., ATLANTA, GA.</p> <p>WE HAVE A LARGE STOCK OF MEN'S CLOTHING, WHICH WE HAVE BOUGHT AT A VERY LOW PRICE, AND ARE NOW OFFERING IT AT A STILL LOWER PRICE, IN ORDER TO GET IT OFF OUR HANDS. THE STOCK IS OF THE LATEST DESIGN, AND IS OF THE BEST QUALITY. WE HAVE A LARGE STOCK OF MEN'S CLOTHING, WHICH WE HAVE BOUGHT AT A VERY LOW PRICE, AND ARE NOW OFFERING IT AT A STILL LOWER PRICE, IN ORDER TO GET IT OFF OUR HANDS. THE STOCK IS OF THE LATEST DESIGN, AND IS OF THE BEST QUALITY.</p> | <p>DAY LETTER</p> <p>THE AMERICAN BROKERAGE COMPANY, 94 WHITEHALL ST., ATLANTA, GA.</p> <p>WE HAVE A LARGE STOCK OF MEN'S CLOTHING, WHICH WE HAVE BOUGHT AT A VERY LOW PRICE, AND ARE NOW OFFERING IT AT A STILL LOWER PRICE, IN ORDER TO GET IT OFF OUR HANDS. THE STOCK IS OF THE LATEST DESIGN, AND IS OF THE BEST QUALITY. WE HAVE A LARGE STOCK OF MEN'S CLOTHING, WHICH WE HAVE BOUGHT AT A VERY LOW PRICE, AND ARE NOW OFFERING IT AT A STILL LOWER PRICE, IN ORDER TO GET IT OFF OUR HANDS. THE STOCK IS OF THE LATEST DESIGN, AND IS OF THE BEST QUALITY.</p> |
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HOW MERCHANTS AND AD CLUB CO-OPERATED TO EDUCATE PUBLIC SENTIMENT

publication of the advertising of this concern or similar concerns, which "apparently are operating places of business in Atlanta for only a short space of time to unload bankrupt or fallen-down building stocks and are a detriment to the substantial business houses who regularly advertise."

The local newspapers could not see it that way. It then occurred to the merchants to ascertain if the statements made in the advertisement were strictly accurate, and telegrams of inquiry were addressed to a Brooklyn paper, to a New York merchant and to the building commissioners in Brook-

September Records Broken

In September, 1911, The Record-Herald contained more advertising than in any previous September in the history of the paper. The gains and losses for September advertising in the Chicago morning papers compared with September, 1910, are as follows:

COLUMNS

| | | |
|--------------------------|---------------|-------------|
| The Record-Herald | 186 | Gain |
| The Tribune | - 246 | Loss |
| The Inter Ocean | - 54 | Gain |
| The Examiner | - - 34 | Gain |

Comparing nine months of 1911 with the corresponding months of 1910, The Record-Herald has gained 1698 columns of advertising; more than three times the gain of all the other Chicago morning papers combined.

These comparisons are made from statements prepared by the Washington Press, an independent Audit Co.

NEW YORK OFFICE: 710 TIMES BUILDING

To the Manufacturer Who Needs the Services of a Constructive Advertising Man:

If your business offers unlimited possibilities, it may be that we can reach an agreement whereby I will become the responsible person in your Publicity Department.

For my part I offer successful experience in almost every important branch of advertising and selling—including first hand investigations into the reasons behind given trade conditions.

If you place your business through an advertising agency, I know how to get the most effective co-operation from this source.

Providing we get together right away, I can arrange to change from my present work in time to get yours in hand before the first of the year.

A personal interview is, of course, a necessary preliminary and will obligate neither of us.

Address O. R. D.,
c/o Printers' Ink.

lyn. The newspaper answered that "there is no Flushing street in Brooklyn and no record of Paul & Hammer Clothing Manufacturing Company at No. 445 Flushing avenue." The merchant returned a similar answer and the chairman of the building commissioners of Brooklyn replied: "Have no knowledge of firm you mention. There is no Flushing street in Brooklyn. Can find no record of collapse of such building as you describe."

With this evidence in his possession, Jules B. Schloss, an advertising writer and clothing expert, acting for the merchants, visited the store and made a purchase. The store was offering goods advertised as all wool and he found, he says, that they were not all wool. It was upon the results of his investigation that the warrants were sworn out.

The Ad Men's Club of Atlanta was then interested. The president of the club, Paul P. Reese, had been out of town, but when he returned a meeting was called and the decision taken to support the action of Mr. Schloss. For the legal end of the case a firm of attorneys at law was engaged. To make the moral purpose of the prosecution better appreciated the club and merchants co-operated in publishing a half-page advertisement in the Atlanta papers calling attention to the case and pointing out its alleged enormity.

It was headed, "A Fake Exposed." The statement from the advertisement of the American Brokerage Company about the Brooklyn building's collapse was run, and below it reproductions of the three telegrams from Brooklyn. The merchants then printed this appeal:

"Our civic pride and business honor protest against such GROSS MISREPRESENTATION as indulged in by Mandel & Mandel as managers of the brokerage company at No. 94 Whitehall street, Atlanta. We, the undersigned merchants, ask the co-operation of the buying public of Atlanta to put forth every effort to purge our city of all such offenders against advertising integrity."

It was stated at the top of the

advertisement: "This Ad Published in the Interest of Honest Advertising.—Fred Houser, Secretary Ad Men's Club of Atlanta."

As it is not certain that the Georgia law affords adequate protection against fraudulent and misleading advertising, application is being made to different states for copies of the laws already passed. Only a few states now have such laws, apparently, and the New York statute is not only among the first to have been passed, but actually is the first to obtain a conviction. This conviction was obtained April 24 last when one Frank C. Gevin, doing business under the name of J. H. Murray, trustee of the Plymouth Raincoat Company, New York City, was convicted in the Court of Special Sessions. The case was fully reported by PRINTERS' INK at the time.

ST. LOUIS STARTS LECTURES

The St. Louis Advertising Men's League held its first educational meeting of the fall season September 21 at the Cabanne Branch Library. The subject was "The Retailer and Nationally Advertised Goods," which was divided into these phases: "The retailer's relation to the consumer, his relation to the manufacturer and price maintenance." The speakers were Flint Garrison, president of the Tradesmen's Publishing Company, and Roy B. Simpson, advertising manager of the Roberts, Johnson & Rand Shoe Company.

NEWMYER WITH NEW ORLEANS "ITEM"

Arthur G. Newmyer, for some years identified with the advertising end of newspapers in the East, has accepted the position left vacant by Elmer Clarke as advertising and business manager of the New Orleans *Item*.

Mr. Newmyer began his connection with the advertising business on the old Washington *Times* under Stilson Hutchins in 1900. When the *Times* was purchased by Munsey he was promoted rapidly, until he became advertising manager of the *Times*. After several years with the different Munsey newspapers Mr. Newmyer went to New York as foreign advertising manager of the four Munsey papers. His work in New York was very successful. He resigned from the Munsey Company in February, 1911, to do some special work in connection with the national representation of daily newspapers.

The New Orleans *Item* has one of the largest circulations among the three-cent newspapers of the United States. Mr. Newmyer's service with the *Item* began on the 15th of September.

"Diamonds Were In Kimberly Before Men Found Them."

Fortunes were made after they were discovered.

There is an advertising value in THE BOOKMAN utterly out of proportion to the number of advertisers in its pages.

The failure of advertisers of luxuries to use its pages is due solely to misinformation or lack of knowledge.

To remedy this condition we have caused to be collected accurate and quite comprehensive statements of the financial and social position of all subscribers to THE BOOKMAN in the cities of Philadelphia, Boston and New York City.

Do you wish this information?

Ralph E. De Witt,
Business Manager,

THE BOOKMAN

Dodd, Mead & Company, Publishers,
4th Ave. & 30th St.
New York City

Reciprocity Knows

Up jump the prices of all farm products
That makes us happy.
Why?

Because it brings increased prosperity
power to the farmers who, with their w
tute the great mass of our six million re

It Enhances the

COMFORT

as an Advertisement

The effect is immediate because
prices for this season's crops when they

Their pockets will be bulging with
advertisers when November COMFORT
anniversary number, reaches them.

Shall they see your ad. then?

November form close C

W. H. GANNETT,

NEW YORK OFFICE: 1105 Flatiron Building,
WALTER R. JENKINS, Jr., Representative

AUGUST, MA

COMFORT Goes to Profit by High

ty Knocked Out!

of all products.
py.

increased prosperity and larger purchasing
who, with their wives and families, consti-
tute six million readers, and

ces the Value of

MFORT

vertising Medium

iate cause it gives the farmers better
ops with they are now marketing.

bulging with money to spend with our
ber MFORT, our big twenty-fourth
hes than.

d. the?

r form close October 16.

ANNITT, Pub., Inc.

AUGUSTA, MAINE

CHICAGO OFFICE: 1635 Marquette Bldg.,
FRANK H. THOMAS, Representative

oes to Those that High Food Prices

JUST WHY IT PAYS GAS COMPANIES TO ADVERTISE

PUBLICITY NOT ONLY CREATES CONFIDENCE, BUT IT INCREASES CONSUMPTION—IT WINS THE MAN WHO UNDERSTANDS ADVANTAGES OF LIGHT—BETTER AN INTELLIGENT USER THAN ONE WHO USES MUCH MERELY BECAUSE HE HAS TO—MARGIN OF DEVELOPMENT ALMOST LIMITLESS

By Robert F. Baldwin,
Advertising Manager of the Welsbach Company.

It has been shown in a large number of cases, by actual test, that newspaper advertising, backed up by booklets and circulars, can be made to pay the gas company a definite net profit on the sale of lighting fixtures and stoves.

A Western corporation advertised in a half-dozen newspapers, using large space, to offer a certain form of upright incandescent light.

More than 100,000 of the lights were sold and the end of the season showed a net profit on the sales that not only paid for all the advertising expenses, but left a handsome margin over.

The same company is preparing to advertise an inverted light this season and has placed an initial order for 50,000 lights of the new type—a substantial proof of their confidence in advertising power.

In all the cities of this prosperous land people are looking for new ways to increase the comfort and luxuriousness of their homes.

There is no other way in which the average American likes so much to expend the money his successful labors have enabled him to accumulate as on his home.

A comfortable, cheery home is the mark of his success—a barren, gloomy house is a sign of failure.

For a great many years people failed to realize the wonderful differences that can be effected in a home by cheerful and bright illumination. But, to-day, they

are waking up to it. They are beginning to realize that the correct shade of light and plenty of it will make the comfortably but economically furnished home of a workingman far more attractive than the gorgeously furnished but poorly lighted house of a millionaire.

People are beginning to realize this, but not all of them have thoroughly realized it yet. There are others who have realized it but have so far failed to act upon their realization.

And so, all over the land, in small cities and large cities, there are thousands upon thousands of possible consumers who are waiting only the influence of a definite suggestion to increase the lighting facilities and kitchen comforts of their residences.

They have been *intending* to put in a gas range.

They have always expected to put in Welsbach lights, and thus to make their places as comfortable and cheery as that of some envied neighbors.

But they put it off—and they will keep putting it off until an aggressive advertising and sales campaign gets beneath the armor of their procrastination and forces them right up to the point of action.

The up-to-date gas company, sensing this "almost persuaded" attitude of the average consumer, has been quick to take advantage of the situation, and in several dozens of cities gas advertising campaigns have been inaugurated that have resulted, almost without exception, in financial success.

The consumer that can be made to take a real interest in good illumination, even though his bills are lower, is a better customer for the gas company than the one who takes no interest. For he is a satisfied customer. He will "Stay put."

This is the type of consumer that makes the most business for the gas company. His well-lighted home is convincing proof to the neighborhood of the value of light, and although his bills may be lower at first than those of the man who uses the open tip

There Are Only Four Ways

in which subscriptions are taken or received for the Woman's World.

(1) Subscriptions are sent in direct by the subscriber, either for a new subscription or renewal, and always at 25 cts. a year, or three years for 50 cts.

(2) Subscriptions we solicit direct, for which we get the full price on the same basis, or a trial subscription for 6 months for 10 cts.; and we know about 70% of these trial subscriptions are renewed by yearly subscriptions at the expiration of the 6 months.

(3) When we club our magazine with other magazines, and the net amount we receive then is more than we receive in any other way except for subscriptions sent in direct.

(4) Subscriptions are received from agents, to whom we give premiums for raising clubs. Never at any time is any premium given to the subscriber for her subscription alone.

If any one tells you that we get subscriptions in any other way or ways than these four enumerated above, ask him for proof of his statement. It is easy enough to spread false reports, but it is not so easy to confirm them with proof.

Proof of the statement we make lies in the fact that the Association of American Advertisers who examined our circulation on April 3d, 4th and 5th, 1911, and which report is in the hands of the members of the Association of American Advertisers, says:

"Subscriptions are secured thru direct canvassing, clubbing offers, subscription agencies (this latter is such a minor matter to us that we do not consider it worth mentioning, because we do not get thru them more than 500 subscriptions a year), and premiums to agents in forming clubs."

If any advertiser or advertising agent, interested in determining what percentage of our subscribers is obtained in any or all of these four different ways, will write us we will be glad to furnish any information desired or open our books for his inspection. We are in a position to satisfy anybody that we have 2,000,000 and more circulation obtained through these four methods, only.

If any man connected in any way with advertising tells you that Woman's World gets its subscribers in any way different from these four named above—which, of course, would not be true—and would be libel on the Woman's World—if you will send us his name and tell us exactly what misrepresentation he has made of Woman's World circulation, we will gladly pay for this information in proportion to its worth to us.

THOMAS BALMER, Advertising Director

WOMAN'S WORLD

I. A. LESHNER, Adv. Mgr.
Kesner Bldg.
Chicago

CHICAGO

A. J. WELLS, Eastern Mgr.
Fifth Ave. Bldg.
New York City

flame, he soon becomes so fond of light that he uses more and more of it.

This type of consumer is the kind that is secured through *advertising* the services that the gas company offers.

INCREASE OF GAS CONSUMPTION

It is easy to see how the increased sale of up-to-date incandescent burners and fixtures will actually increase the consumption of gas in spite of the fact that each single incandescent burner uses less than the open tip flame it replaces.

Let us consider one element of the population alone as one indication of what might be accomplished by gas advertising along educational lines.

An actual canvass in a certain poorer section of a large Eastern city showed that out of 200 homes visited, all users of gas, sixty-five of them also made use of one or more kerosene lamps to supplement the gas. It was found that they had the idea that the kerosene lamp was cheaper.

Later on an advertising campaign was directed at this element of the population and they were shown how Welsbach burners would enable them to use gas all over the house at less cost than they were then paying for the double use of gas and kerosene.

The sale of fixtures just about covered the cost of the campaign and the final net profit was found in a large increase of gas consumption in the neighborhood. The consumers, finding that they were getting more light for less money, became enthusiastic advocates of gas.

GETTING THE USER WHO UNDERSTANDS

A user who understands is always a more interested and a better-satisfied user of gas than one who does not understand.

Advertising that educates is valuable advertising even though it teaches the consumer how to get along with less gas.

The largest and most successful gas company in the East attributes the measure of their suc-

cess to the policy of taking the consumer right into their confidence and teaching the housewife just how to get the most for her money.

This company put out a booklet of instructions about ranges that was filled from cover to cover with useful suggestions and hints about how to save gas.

It showed how to make the maximum use of the "Simmer" and in dozens of other ways it pointed out how the gas consumption could be reduced. One could not read this book without feeling certain that the woman who followed its instructions would save at least 25 per cent of the cost of running her gas range.

Here was a piece of advertising matter that would actually cost money instead of bringing in money, but the far-sighted organization that published it never doubted for one moment that the indirect benefits would far outbalance the immediate loss.

Another form of educational advertising, that has been very successful in several cases, is that which teaches people the advantages of better light and more light. It has been found profitable to use a series of newspaper advertisements, each one of which portrays a good installation of incandescent lights in the different rooms of the house.

One of the surest and most important effects of good advertising is a gradual building up in the public mind of a feeling of *confidence*.

Deny it as we may, there is positively no doubt about the fact that the average consumer looks upon the average gas company as one who wants to get as much of his money as possible for the least possible amount of service.

"After they get the meter in, all they do is count the money."

This frequently repeated sentence is an indication of a sentiment towards the gas company which used to be universal, but which now, thanks to up-to-date, fair methods, straightforward dealing and judicious advertising, is gradually melting away.

The greatest buying power available to advertisers per dollar expended through any one medium is represented by the subscribers of

THE INTERNATIONAL STUDIO

the only monthly magazine at \$5.00 a year to circulate over 10,000 copies.

60 out of every 100 is the approximate number of automobiles owned by our readers; average cost over \$3000.

\$120 A PAGE

110 WEST 32nd STREET

NEW YORK

The Programme of the

Metropolitan Opera House New York

The most exclusive medium which no advertiser can afford to overlook will be published, beginning with the next season, which starts on November 13th, by

THE THEATRE MAGAZINE CO.

8 to 14 West 38th Street, New York

Send for Rates and Particulars

A PLAN TO LICENSE ADVERTISING MEN

GIVING THE BOSS SOMETHING TO GO ON WHEN HE MEASURES APPLICANTS—IF EVEN A CHAUFFEUR MUST HAVE A LICENSE, WHY NOT THE AD MAN?

By Roy W. Johnson.

The advertising manager of an eminently respectable concern went to the printer who was setting up an eight-page booklet.

"I want your advice," he said. "Would you put the six fly leaves all in the front of the book, or would you put three in front and three in back?"

The printer, somewhat nonplused, asked what fly leaves he was talking about.

"Why, you see," said the advertising man, "I can mail twelve pages for a cent, and I'm not going to pay the Post-office the cent for carrying only eight. I believe in getting my money's worth."

The printer, being an honest printer and a friend of the ad man's boss, asked him if he thought it worth while to spend fifty dollars for extra blank paper just to "get even" with Uncle Sam. The fly leaves were forgotten.

What would you do if you were that ad man's boss?

Now the advertising press is full of articles which criticise the attitude of the boss in dictating to his advertising man what mediums to use, what copy to run, and so on *ad infinitum*. But as there are two sides to nearly every story, the presumption is that something may be said for the boss.

Now we're going to assume that I am the boss. (If your imagination isn't equal to the strain, you be the boss. We've got to get him assumed somehow.) The boss has made up his mind to advertise, and is receiving applicants for the job of advertising manager. By what standard is he to measure these aspirants who comprise, likely enough, a compositor in a print shop who has washed up for the occasion, a correspond-

ence-school student who is on his third lesson, a newspaper hack, and the ex-assistant of a real advertising man?

What standards of measurement has the boss got? His own judgment of men, the references furnished by the applicants, samples of work of the same, and line of talk ditto. But the boss isn't an advertising man, so his own judgment is likely to be the worst possible criterion of a man's ability in that line. The references furnished aren't likely to be unfavorable, to say the least; and how does the boss know that they are any more credible than the applicant himself?

If the boss was an advertising man he could analyze the samples all right, and find out something; but since he is working so hard being something else, he can't. He is quite apt to confuse pretty pictures and shiny paper with advertising value. And furthermore—(let's whisper this so nobody can hear)—the applicant may mean that he arranged the cuts, or picked out the type, or wrestled it through the print shop, while the boss *thinks* he means that he planned it and wrote it. That happens sometimes without the slightest motive of deception.

So it comes down to the fact that about all the boss has to go on is the line of talk presented to him by the man who wants the job. And the average advertising man is hardly in the modest-violet class when it comes to hunting a job. Thus it pretty nearly always simmers down to the resultant: "He's a good advertising man. He said so himself."

Then the boss sticks his blundering finger into every advertising pie, and when it turns out dough he puts the blame on the advertising man. Of course he does, being the boss and also human. He had to trust his own judgment in hiring the man, so why shouldn't he apply the same standard to the man's work?

Now why shouldn't the advertising man be required to show a license, just as a doctor must, or a stationary engineer, or a chauffeur?



First Make Your Booklet Admired

Let your reader but unconsciously feel the superiority of your booklet's appearance and your task of winning him is half over. Illustrations and engravings may be excellently done; text ringing with convincing arguments—but if the paper is not selected with equal care, your efforts fall flat.

CAMEO PAPER

White or Sepia—for Printing

is the paper maker's perfection of achievement. With a surface like velvet, absolutely without gloss, its appearance fascinates you into reading; it just seems to carry dignity and conviction. All cuts print well on CAMEO; details are well brought out; contrasts of shadows and lights are natural; half-tones are deepened, and color added to them, until they seem more like photogravures.

"An artistic booklet," says your prospective buyer—and he keeps it and does what you want him to do.

If you'd like to know how you can add 5% to 50% on the returns of your booklet, write for our sample book (an artistic creation)

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.
Makers of the Best in Staple Lines of Coated and Uncoated Book Papers



I know it sounds like a joke—now. And it would indeed be pretty much of a farce if put into operation to-day. But it is bound to come, in some form, if not exactly in that suggested here.

I don't mean a governmental license, such as is required from the licensees mentioned in comparison. I am not advocating interference with business on the part of the State. The thing can be handled with the machinery we already have, just as soon as that machinery gets to running properly. It won't happen to-morrow, or the day after, because there is a lot of preliminary work to be done, but the day will come when it can happen.

The machinery I am talking about is this Associated Advertising Clubs proposition, which is slowly but surely covering the country, and more slowly but just as surely developing what may be called an advertising standard. The men who want to buy six blank pages to get even with Uncle Sam don't stand very high in a club that is good for anything.

Now wouldn't the boss appreciate it if he could demand and get from an applicant a certificate as to ability and equipment issued by an organization which he knew was worthy of his confidence? And wouldn't it give to advertising a certain standing as a profession which it lacks to-day, if every advertising man were required to prove his claims to advertising men before he could get their recognition?

It is too early to work out the scheme in detail, yet in general form it suggests itself as follows:

A Central Committee of the A. A. C. of A., empowered to grant certificates. A Local Examining Committee in each club, to examine applicants under direction of the Central Committee, and forward reports in detail. A campaign of education, addressed to business men, setting forth the advantages of hiring men vouched for by their fellow-craftsmen, and bearing down hard on the fact that the certificate issued had no relation to good-fellowship.

An objection which intrudes itself right at the start is the fact that medical licenses and the like have the force of the law behind them, and a man practicing without a license is punished by the State. No such penalty would attend the "practice of advertising" without a certificate.

True, but while this plan would have no sanction of Government, it still would have an economic law behind it, because it would be so much easier to get a job with a certificate than without it. If a business man thought he could get a better bargain by hiring an "unlicensed" man, it would be his prerogative—and his own risk. But the lack of a certificate would soon become the badge of inexperience, and few would be willing to take the risk.

Isn't this worth thinking about, and talking about, even though it be several years in advance of its consummation?

PADDING THE DICTIONARY

WILLIAM J. TOBIN, PUBLICITOR
Publicity Campaigns Planned and Executed.

CINCINNATI, O., Sept. 22, 1911.

Editor of PRINTERS' INK:

"Should you come to publish your 'Advertising Talks' in connected form, please advise me, as I should like to secure a copy. I refer to those now running serially in the Cincinnati *Enquirer* and other papers. Their simplicity and common-sense are in keeping with my own convictions and daily practice.

By the way, I define "publicitor" as one who practices the art of publicity. Have you ever seen the word elsewhere? I have given myself credit for the coinage.

WILLIAM J. TOBIN.

SETH BROWN A GOOD JUDGE

PRINTERS' INK occupies a position so well poised, so complete and thorough that the advertising man who omits it from his regular duties thereby shortens his measure of usefulness.

It is made by those who know advertising and includes with sound principles the activity of advertising—"what's doing."—Seth Brown in *Standard Advertising*.

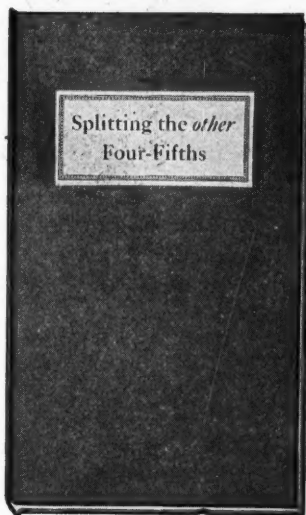
George W. Herbert, Inc., announce that they have resigned as Western representatives of the Louisville *Farm and Home*.

The Little Rock (Ark.) Ad Writers' Club is planning a campaign of community advertising.

A Book for the President

for **Directors
Managers
Executives—**

not necessarily the
men who have the
"say-so," but men
whose judgment
weighs.



It's a good job well done, this book. And while frankly advocating the use of the Edison Business Phonograph for dictation and transcription of business correspondence, it is none the less interesting on that account, but rather *more* so, for the

Edison Business Phonograph

is the backbone of the fast mail system in the best equipped offices of every size and character today. Whether your office is small or large you need the Edison Business Phonograph—but you need this book first, to know how *badly* you need it. We want this book to reach the men who ought to see it—therefore, in writing for it, we ask you to use your business letter head and, in signing, to please name the office you hold in the firm.

THOMAS A. EDISON, Inc., 211 Lakeside Ave., Orange, N. J.



Successful Farming

500,000 Guaranteed

BRASS TACKS

Before you lay out a successful campaign to reach the farmer, you need the answers to these questions:

Where are the farmers of the United States?

Where are the farmers with money?

Where are the farmers who read?

Where is the best mail service to farmers?

What clean, strong farm paper reaches the largest number of well-to-do farmers in the most productive territory?

Does that paper really pay advertisers?

WHERE ARE THE FARMERS?—In Successful Farming's territory, "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY" including an area of 800,000 square miles, there are about 3,000,000 farms. In all the rest of the country put together there are only about 4,000,000 farms in an area of 2,000,000 square miles.

There is an average of more than 209,000 farms in each state in Successful Farming's territory as against an average of about 110,000 farms in each of the other states.

Nineteen states in the Union each have less than 75,000 farms. They are not included in Successful Farming's territory because farming is not the principal industry in these states.

WHERE IS THE MONEY? Outside of the new state of Oklahoma, the wealth per capita in Successful Farming's territory, does not run below \$1,200 in any state and it runs as high as \$2,400. That means from \$6,000 to \$12,000 for each family of five.

There are ten states in which the wealth per capita is less than \$800. Successful Farming does not cover these states because it would not pay to reach them.

There are eleven states in each of which farm products for 1910, including corn, rice, wheat, barley, oats, flaxseed, potatoes, cotton and tobacco, amounted to more than one hundred and fifty million dollars. Eight of the eleven are in Successful Farming's territory.

In each of twenty-two states the value of 1910 farm crops is less than Sixty Million Dollars. Successful Farming does not cover this territory because their farmers are not up to our standard of prosperity.

WHERE ARE THE READERS? In twelve of the thirteen states in Successful Farming's territory, the highest percentage of illiterates is 6.4 and the lowest is 2.3, which is also the lowest in the United States.

Successful Farming's territory does not include any of the fourteen states in which more than 15% of the people are unable to read and write.

There are six states in which more than 30% of the people are unable to read and write. They are all outside of Successful Farming's territory.

WHERE IS THE BEST MAIL SERVICE? Each of seven states has more than 2,000 rural routes. All but one are in Successful Farming's territory.

Each of sixteen states has more than 1,000 rural routes. Ten of them are in Successful Farming's territory.

Each of twenty-two states have less than 400 rural routes. If they haven't rural routes they haven't progressive farmers, therefore these states are not included in Successful Farming's territory.

WHAT FARM PAPER? Successful Farming has more than 500,000 subscribers, equal to one-fifth of all the farms in its territory. "THE GREAT AGRICULTURAL HEART OF THE COUNTRY." No other advertising medium of any kind reaches so many farmers in this territory where most of the farmers live and where they are the most prosperous, the best educated and have the largest number of rural routes.

DOES IT PAY ADVERTISERS? Every issue of Successful Farming carries more business than the same issue the previous year carried.

Two years ago we sent out to advertisers seventy-two letters of commendation from people who had used Successful Farming during the previous year. These people are still using the paper, which is conclusive proof that it continues to pay.

WHAT ARE YOU GOING TO DO? If there is any doubt in your mind about any of these points, write to us and we will give you verified information in detail. There are many good farm papers, but by every standard of measurement, Successful Farming should head your list.

SUCCESSFUL FARMING, Des Moines, Iowa

E. T. MEREDITH, Publisher.

REACHING GOOD SPENDERS BY SMOOTHING THE ROAD

HOW THE HOTEL PROPRIETORS OF NEW ENGLAND ARE GETTING MORE BUSINESS THROUGH THE "IDEAL TOUR"—A CAMPAIGN WHICH DOUBLED BUSINESS

"A First-class Hotel at the End of Each Day's Run" is the slogan which has been drawing automobile patronage to New England resorts in ever-increasing numbers since the hotel proprietors got together, back in 1907, and instituted a constructive campaign to get more business. It is a splendid example of what may be done by studying the needs of the public, and directing the appeal to the right address.

Back there in 1907, the automobile craze was assuming large proportions. New England had roads second to none in the country, scenic beauty unsurpassed, and as good hotels as may be found anywhere. Added to that was the advantage of accessibility from the great automobiling centers of New York and Philadelphia, and a host of smaller cities were within a day or two's touring distance from her gates. Why not go after the automobile trade on some systematic basis, instead of depending upon those tourists whom chance or a previous knowledge of the locality sent to her hotels?

The idea occurred to the late John Anderson, of Bretton Woods, and to Almon C. Judd, proprietor of the Elton, at Waterbury, Connecticut, almost simultaneously. The result was the Ideal Tour.

Mr. Judd and Mr. Anderson believed that the public who drove automobiles would appreciate dependable information about New England touring conditions, and that it would pay the hotel prop-

rietors of the section to spend a little money giving it to them. So they got together the proprietors of twenty first-class hotels, collected a subscription from each, and hired a route expert to prepare maps and touring directions for a ten days' trip, with the stipulation that there should be "a first-class hotel at the end of each day's run." It goes without saying that the aforesaid hotel should be a subscriber to the pool.

The touring expert did his work well, and it was incorporated into a book which was sent out to automobile owners in adjacent territory in time for the season of 1908. So great was the success of the project, that the book has been issued in enlarged form every year since, and for the season of 1911 a newspaper campaign was added. Copy was run in New York and Philadel-



The Mecca of the Motorist
THE IDEAL TOUR
Through New England's Scenic Wonderland
GOOD ROADS - FINE HOTELS - WELL EQUIPPED GARAGES

"The Great Inter-State Highway of New England," including all the famous scenic and historical sections, the Housatonic Valley, Berkshire, Green Mountains, New Hampshire Lake Region, White Mountains, Lake Umbagog, Historic Boston—and first-class hotels at the end of each day's run.

The Ideal Tour is the natural outcome of the demand by the touring motorist for the best route through New England, which includes the varied scenery of the mountains, with the abundant panorama of streams, lake, forest, rolling farm lands, and the rugged coast of New England.

| | | |
|--|---|--|
| THE ELTONWaterbury, Conn. | NEW HAMPSHIRE HOTELS | LAFAYETTE HOTELPortland, Me. |
| CURTIS HOTELLancaster, Mass. | THE MT. WASHINGTONFranconia, N. H. | HOTEL WENTWORTHManchester, N. H. |
| THE JEFFERSONLancaster, Mass. | THE MT. PLEASANTFranconia, N. H. | HOTEL YERGENManchester, N. H. |
| REGENCY HOUSEManchester, N. H. | CLAMPFORD HOUSEFranconia, N. H. | HOTEL BRIDGEMANBoston, Mass. |
| THE JEFFERSONLancaster, Mass. | COMMERCE SQUARE HOTELPortland, Me. | BRANLEY LODGEBrattleboro, Vt. |
| COLMAN SPRING HOUSELancaster, Mass. | THE CHARLOTTEBangor, Me. | GREAT NORTHERN HOTELSt. Albans, Vt. |
| MARTINE HOUSELancaster, Mass. | THE SHILOHBangor, Me. | 110 W. 4th St., New York City. |

The Ideal Tour Shows Both Day of New England and Western and South-eastern, in application to
100 BROADWAY, NEW YORK, or by mail from
ALMON C. JUDD, The Elton, Waterbury, Conn., Free of Charge.

THE DISTINCTIVE DESIGN USED IN NEWSPAPER COPY

phia newspapers to call attention to the tour in general, and to pull inquiries for the book, which might be obtained at the New England Resort and Travellers' Information Bureau, 1180 Broadway, New York City, or by mail from Mr. Judd. Specimens of the newspaper copy are reproduced herewith.

Mr. Judd reports that for the season of 1911, the total expenditure for an edition of 35,000 books (112 pages, with cover in three colors and two folding maps) and the newspaper campaign did not exceed \$10,000. As regards

results, he entertained at the Elton during June and July, parties from 710 cars, and during August parties from 745 cars. He said: "There is no question but what advertising last year and this has increased business over the Ideal Tour. It has, in my opinion, nearly doubled it this year."

He states that these parties averaged four persons to a car; a total of more than 5,800 people to the end of August, and with more

The Ideal Tour and the Ideal Touring Season.

September and October are the months when nature has lavished her treasures of Autumn coloring upon New England's scenic wonderland. The air is cool and crisp, giving an added zest to a day's run over this great inter-state highway. The nights, with a touch of frost, make the roaring open fire delightfully comforting at any of the magnificent hotels of the Ideal Tour.

The 1911 Ideal Tour Route Book and Map of New England, with Western and Southern connections, mailed free by

ALMON C. JUDD,
The Elton, Waterbury, Conn.
Or on application at
4180 Broadway, New York.

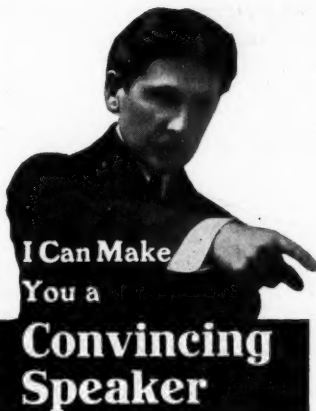
ONE OF THE SMALL ADS USED TO SUPPLEMENT THE LARGER SPACES

than two months' business yet to come. Autumn should be the best season of all. Mr. Judd adds: "I doubt if any hotel gets more than half the number registered in the tour who pass its doors."

The co-operative idea is to be carried forward still further, with a fund to advertise New England in a broader way. Mr. Judd, as president of the New England Hotel Association, has offered to be one of a hundred members to contribute \$1,000, making a fund of \$100,000 to be used in general advertising.

Hotel advertising, as a general rule, has been the target for many a quip, but such enterprises as this of the Ideal Tour will go far toward removing any stigma which remains upon hotel advertisers as a class.

Roberts, Johnson & Rand Shoe Company, St. Louis, will shortly begin a campaign in farm papers published in Iowa, Kansas and Nebraska.



**I Can Make
You a
Convincing
Speaker**

Listen to Joseph P. Day

the foremost real estate auctioneer in New York City—a man who annually sells \$85,000,000 worth of property:

"You have put into your course your own personal magnetism and enthusiasm, so that men in all parts of the country now have the opportunity of receiving your splendid instruction. Your course has been of great service to me in my business and I commend it to others in the highest terms.

Remember that this man's SPEECH is his fortune—that he probably makes more money out of SPEECH than any other man and that when he says that the "Course has been of great service to me in my business," he conveys a very strong hint to YOU—to every business and professional man—to improve his speech. *Will you take his hint?*

Give GRENVILLE KLEISER (formerly of Yale Faculty) fifteen minutes of your time daily—at home—and he will teach you

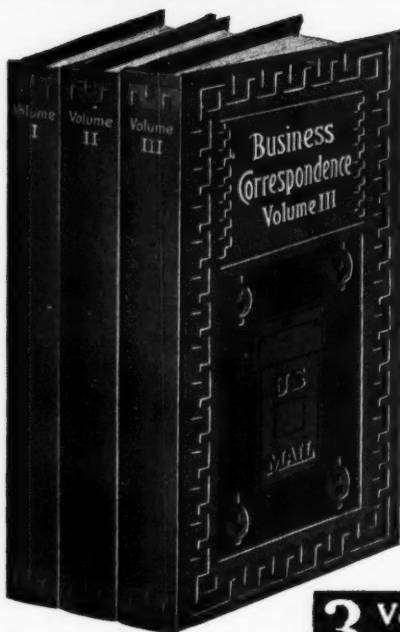
HOW TO SPEAK

Confidently—Fluently—Powerfully.
How to Make After-Dinner Speeches—Make Political Speeches—Sell More Goods—Address Board Meetings—Develop Power and Personality—Improve Your Memory—Increase Your Vocabulary—Acquire Poise and Self-Confidence—Earn More—Achieve More.

If you can't talk to the point, you can't carry conviction—you can't win! Don't you want to be a winner? Then write to-day. Let us tell you all about this helpful Course and prove its value. A postal will do.

FUNK & WAGNALLS COMPANY,
Dept. 252, NEW YORK

A Library of the World's Greatest Business Letters



The letters that have sold the *most* goods, collected the *most* money, settled the *hardest* complaints, won the *best* jobs, had the *strongest* influence—analyzed and dissected for **you** to learn from, to adapt to your needs, or to develop an original style of your own—with the best examples actually reproduced as they were used and graphically explained point by point.

3 Volumes, 672 Pages

OTHER MEN SAY:

"High-power business-getting ideas are fairly oozing out of every paragraph of every page—not merely vague theoretical suggestions, but full-grown usable ideas hot from the firing line." JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

"Volume I of the 'Business Correspondence Library' just received. I think we are very fortunate to get this book just now, as it will greatly assist us in getting out our trade letters for this coming season."

F. S. PEACOCK,
Reliance Ink Co., Ltd., Winnipeg, Man., Canada.

Here in these three volumes — 672 pages — are packed the success-secrets back of the letters that are actually winning the biggest results to-day, that are bringing orders from you and me. and making other men's fortunes.

Two years of investigation by a staff of experts employed by SYSTEM, the Magazine of Business, were spent collecting the letters of firms and individuals;

investigating the actual results; analyzing the comparisons of costs and profits; studying the difference in results obtained by differences in arrangement, wording, enclosures, etc.

Every striking idea found in use by mail order house, wholesaler, manufacturer, retailer, real estate or insurance man, bank, collector, individual salesman or complaint clerk was followed out and its returns studied. This mass of information, this wealth of ideas, this gold mine of absolute facts was then **charted and diagrammed**—and developed into one complete, yet concise library so clear and simple that from it any busy man can pick out any sort of proposition, an idea or suggestion that he can **know** in advance to be successful; or can turn to for original inspiration. It is a work that will show any man **how** to write or dictate the kind of letter that arouses attention, tingles with convincing strength, and carries its point; how to conduct a follow-up campaign, how to key results, how to compile and index names, how to fit schemes and plans to any proposition.

Would You Like to See Actual Examples of How Other Successful Men Have Written—

- Letters to Follow-Up Inquiries**
see Vol. I, pp. 138, 139; Vol. III, pp. 75, 84.
- Nine Main Angles for Follow-Up Letters**
see Vol. III, pp. 63, 64, 78.
- Letters to Accompany Catalog**
see Vol. II, p. 35.
- Opening Paragraphs to Get Attention**
see Vol. I, pp. 34, 35, 36, 37, 38, 39, 84, 85.
- Interest-Holding Paragraphs**
see Vol. III, pp. 149, 150.
- Arguments to Clinch the Sale**
see Vol. I, p. 47; Vol. II, pp. 47, 136.
- Schemes to Get New Customers**
see Vol. II, pp. 169, 214, 224, 225, 227; Vol. III, pp. 29, 31, 137.
- Money-Getting Collection Letters**
see Vol. I, p. 135.
- Clever Answers to Complaints**
see Vol. III, pp. 189, 198.
- Arguments to Advance Prices**
see Vol. III, pp. 159, 161, 174.
- Paragraphs to Prompt Action**
see Vol. II, pp. 16, 17, 71, 72, 73, 74, 75, 76, 77, 78, 79; Vol. III, pp. 92, 93.
- Letters to Dealers' Clerks**
see Vol. III, p. 32.
- Educational Letters to Dealers' Customers**
see Vol. III, pp. 8, 9, 12, 13, 138.
- Sales Letters to Dealers' Customers**
see Vol. III, pp. 18, 19, 21, 22.
- Letters to Follow-Up Real Estate Sales**
see Vol. III, pp. 77, 86, 87, 88.
- Salesmen's Letters to Dealers**
see Vol. III, pp. 41, 42, 43, 44.

- Special Inducements to Retailers**
see Vol. II, pp. 128, 129, 141, 178.
- Letters Emphasizing Special Prices**
see Vol. I, p. 149; Vol. III, p. 158.
- Dealer's Trade-Getting Letters**
see Vol. II, pp. 186, 187, 188, 189, 190, 191, 197, 198, 205, 206, 207, 208, 211, 214, 217, 218, 219, 220, 221, 222, 226, 228; Vol. III, p. 25.
- Trade-Getting Letters to Consumers**
see Vol. II, p. 147.
- Letters to Answer Specific Inquiries**
see Vol. II, pp. 37, 38.
- Letters to Poor Credit Risks**
see Vol. I, p. 185.
- Clever Schemes to Get Replies**
see Vol. II, pp. 22, 26, 27, 28; Vol. III, pp. 167, 168.
- Paragraphs to Increase Effectiveness of Enclosures**
see Vol. III, p. 148.
- Retailers Collection Letters**
see Vol. I, pp. 147, 148.
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see Vol. I, pp. 140, 141, 161, 162, 163, 164.
- Business-Getting Postals**
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- Plans for Offering Premiums**
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- Letters With Effective and Clever Appeal**
see Vol. I, pp. 101, 103, 104; Vol. II, pp. 101, 102, 103; Vol. III, pp. 172, 178, 179.
- Letters With Appeals That Get Attention**
see Vol. II, p. 26.
- Letters Based on Current Events**
see Vol. I, pp. 91, 92, 147, 173.
- Letters Offering Investments**
see Vol. II, pp. 102, 107, 110, 111.
- Letters Appealing to Farmers**
see Vol. II, pp. 118, 119, 120.
- Letters Appealing to Women**
see Vol. II, pp. 87, 89, 91, 92, 93, 95, 96, 97.
- Letters Appealing to Merchants**
see Vol. I, p. 149.
- Letters to Revive Old Customers**
see Vol. III, p. 182.

Special Forced Edition \$1

1
Down

11 with this coupon brings to you the complete "Business Correspondence Library"—3 volumes—672 pages, transportation prepaid, \$2 per month for 4 months thereafter—less than 7 cents a day—pays for them complete and in addition brings you SYSTEM, the Magazine of Business, every month for two full years—24 numbers of this remarkable business magazine, including a copy of

The Big September SYSTEM

—the number that contains not only many pages of business plans, ideas and schemes, but also the biggest and most interesting advertising section of any magazine in the world.

Here at last is the clear, complete, specific method by which the business manager can make his firm's letters crackle and snap with business strength; the salesman make his letters as keen and terse as his selling talk—the young man develop himself into a power with his employers—by which banker, real estate agent, insurance man, credit man can dictate into a letter with scientific certainty the style and character that commands. Do not risk losing YOUR chance at this advance edition—act today

I enclose \$1. Send me at once, transportation charges fully prepaid, the complete 3-volume "Business Correspondence Library"—672 pages—bound in Maroon vellum, and enter my name for a full 2 years' subscription to SYSTEM, the Magazine of Business, to include the big Sept. number. I promise to remit \$2 each month for the 4 following months, making \$8 in all. P. I.

Name
Address
City and State

44-60 East 23d St.
New York

SYSTEM
THE MAGAZINE OF BUSINESS

Wabash and Madison
Chicago

NOTE:—In Canada price complete is \$10. Price in foreign countries \$11—\$5 down, \$2 per month. Communications from European countries should be addressed to A. W. Shaw Company, Ltd., 34, Norfolk, Strand, London.

The Greatest Selling Force in New England Is the Local Daily Newspapers

They average a copy delivered into each home every week-day in the year.

They touch the spots—high, low, medium.

Everybody in New England who can read has the newspaper habit.

New Englanders are mostly in comfortable circumstances. They have the price to buy. The dealers have learned to hand out what is asked for, so the advertiser gets a square deal.

The cities are closely knit together so a salesman placing the goods has no long jumps.

Use our newspapers with your product, whether a try-out or an established product.

These New England Dailies MAKE GOOD!



*Ten Representative New England Dailies—the kind that
SELL the GOODS.*

*Worcester, Mass., Gazette
New Bedford STANDARD AND
MERCURY
Springfield, Mass., Union
Lynn, Mass., Item
Waterbury, Ct., Republican*

*Salem, Mass., News
Portland, Me., Express
Burlington, Vt., Free Press
New Haven, Ct., Register
Meriden, Ct., Record*

PROPOSED "STANDARDS" FOR AD-MEN

One of the resolutions adopted at the Boston A. A. C. of A. convention authorized the president to appoint "a committee to draft a plan whereby a standard of qualifications for advertising men may be suggested for the assistance and guidance of practicing advertising men and advertising students, which plan shall be communicated to all affiliated clubs, with the recommendation that it be brought to the attention of all their members."

President Coleman has appointed as this committee George French, of Boston; Lefe Young, Jr., of Des Moines, and Mac Martin, of Minneapolis. This committee has undertaken the work with the intention of drafting a report for the Dallas convention that shall be an exhaustive and comprehensive syllabus of the convictions of leaders in the advertising business, and has already inaugurated an extensive campaign of correspondence. It does not intend to go into the moral phases of the question except so far as ethics has a direct bearing upon business. Its chief anxiety is to suggest such standards, qualifications and methods as may tend to effective systemization of the extension of advertising knowledge among business men, and increased efficiency of advertising men.

The committee feels that a very important work has been imposed upon it, and asks the co-operation of all advertising men in the form of definitely suggestive letters, addressed to George French, 6 Beacon street, Boston.

A PSYCHOLOGICAL EFFECT OF A RED STAMP

SEDALIA, Mo., Sept. 20, 1911.

Editor of PRINTERS' INK:

While absent on a business trip, I received in a letter from home the printed announcement of the change in the place of business of a certain tailoring firm. I was puzzled to determine why this should have been forwarded, when its purport was known to my wife, who included it in her letter. The postscript enlightened me. She wrote:

"This announcement came with a two-cent stamp, and I thought I'd better send it." Perhaps this little event may throw some light upon the eternal question as to the relative merits of green or red postage.

L. H. THORNTON.

INFORMATION WANTED

NEW YORK, Sept. 18, 1911.

Editor of PRINTERS' INK:

Is there any book published which shows how many lines of advertising were carried by the leading periodicals of the United States annually, and what were the gross receipts from that number of lines?

C. R. WILBUR.

Would you sell your goods in Worcester, Mass.?

Second largest city in the state. A great industrial city. Surrounded by a fertile agricultural country.

Then use The Evening "GAZETTE"

Largest Evening Circulation!
Worcester's "Home" Paper.

Favorite Daily paper of Worcester's Merchants.

JULIUS MATHEWS, Representative.

A Bold Lead Pencil for a "Live Wire" Man

Here is a pencil—the Blaisdell Paper Pencil No. 622—that helps a hustling pencil pusher chase work. It has the qualities that "Live Wire" men find necessary in fast business. It sharpens instantly by simply pulling a little strip of paper off the point. Break the paper between two perforations, pull, and the thing is done.

BLAISDELL Paper Pencils Nos. 622 & 624

are time savers and money makers. Their use is a practical business economy. They have large, soft, smooth-working leads of imported Bavarian Graphite and make plain, readable marks not easily erased. These are ideal pencils for memoranda, editorial work, checking and marginal notations. Ask for them.

For 10c we will send 3 Blaisdell Paper Pencils with extra thick, soft, black leads for checking purposes.

BLAISDELL PAPER PENCIL CO.
4513 Wayne Ave., Philadelphia, Pa.

622 BLAISDELL PENCIL CO. PAT. 1,111,111

Gain Upon Gain

In August, 1911, The Chicago Record-Herald added another month to its consistent record of progress, gaining 81 columns of advertising over August, 1910, while every other morning paper in Chicago showed a substantial loss. The actual figures are as follows:

| | |
|----------------------|-----------------|
| The Record-Herald | Columns Gain 81 |
| The Tribune..... | Loss 261 |
| The Inter Ocean..... | Loss 64 |
| The Examiner..... | Loss 125 |

Comparing eight months of 1911 with the corresponding period of 1910, The Record-Herald has gained 1512 columns—more than double the gain of all the other Chicago morning papers combined.

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

THE
CHICAGO RECORD-HERALD
New York Office,
710 Times Building

A good advertising medium is built of two elements—editorial influence and the readers' confidence. The former must exist if the latter is to be had.

PHYSICAL CULTURE

owes its existence and growth to the personality of its editorial columns.

Eastern Adv. Office: 1 Madison Ave.
O. J. Elder, Mgr.

Western Adv. Office: Peoples Gas Bldg.
W. J. Macdonald, Mgr.

Quality Circulation
Brings Returns

WHEN THE BOSS SPOILS THE AD

SHALL THIS MAN WHO PAYS THE PIPER SELECT THE TUNES?—TICKLING THE FANCY OF THE OFFICIALS NOT ALWAYS GOOD ADVERTISING—TECHNICAL TERMS ARE NOT MATTERS OF COMMON KNOWLEDGE

By Wm. Woodhouse, Jr.

IN PRINTERS' INK of September 7, Roy W. Johnson struck a note upon a string which deserves some more twanging to the same purpose. When he asserts that too much advertising is written with the idea of pleasing the sales department he has tumbled upon the reason for the failure of much of it. He has spoken of a condition that is far too frequently met with in business houses of every class. When the head of the firm, the cashier, the store manager, or several members of a board have to pass upon advertising matter, and that matter must be written to please their own individual notions, whether they are experienced in the field of advertising or not, the writer of the advertising matter is not only "up against it," but the advertising itself has no opportunity to speak up in order to prevent its own annihilation.

Now I am not one of the "smart alecs" who think that one advertising man should assume the airs of ownership, and it *does* seem to be in the spirit of fairness to allow the man who pays the piper to have something to say about the selection of the tunes. Nevertheless every advertising man of much experience must have come in contact with interference which he knows from his own experience cannot but be costly to the man who foots the bills.

One might readily assume, of course, that he who pays the piper ought not to be dictated to regarding his selection of the compositions to be played, and if the payer would blame only himself when the results are unsatisfactory, nothing more need be said upon that score. It too often hap-

pens, however, that when the buyer of advertising matter and the employer of advertising men insists upon having his own way, he puts the entire blame for failure upon the advertising man, refusing to consider the beam, or even the mote, in his own advertising eye.

I think any employer of advertising men extremely foolish and lacking in good business foresight if he does not insist upon good work from them, but when he hedges it about with impossible conditions he ought, in all fairness, to expect nothing but dissatisfaction.

I distinctly recall the case of a bank, where the advertising matter written for that bank was submitted not only to a more or less competent advertising committee, but to several other officers of the bank, and even to the bank's legal adviser, each of whom looked for flaws and suggested some changes, until the stuff came back to the man who had written it in an unrecognizable mess. Besides, he had the sum total of all the suggestions for a basis of his future work, and, very naturally, found it impossible to meet them all without deliberately killing the advertising outright.

Just to attempt to tickle the fancy of all these officials would be an advertising offense, and none but a weakling would stoop to it or *could* stoop without a corresponding belittling of his own efforts. It was a case where too many cooks spoiled the broth, but each cook is likely to blame the others for the spoiling. They failed to see the public's side of the advertising question, but each thought his own notions ought naturally to be carried out.

Another rank case of refusing to recognize the public's right to be considered was brought to my own attention some years ago by a prominent shoe seller. In outlining matter for some advertisements which were to be arranged he said to his advertising man:

"Just say that we are offering a lot of men's bals, with stiff counters," etc., etc. When the advertising man asked what a "bal"

A known Result- Giver!

With the LARGEST and BEST circulation in CONNECTICUT'S Largest City, THE

New Haven Register

can always be depended upon to give RESULTS!

Read by the "Masses!"—carries more Classified Advertising than any other Connecticut paper.

Read by the "Classes!"—is New Haven's recognized leading paper, socially, politically and in news enterprise.

JULIUS MATHEWS, Representative

Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

**Almanacs
Booklets
Catalogs
Circulars**

IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Get into communication with
our nearest plant

was he was met with surprised glances from the shoeman, and: "Just say 'bals' and the buyers will understand; everybody knows what a 'bal' is."

The advertising man insisted that he was part of "everybody," and, though lacking much, said that *he* didn't know what a "bal" was.

"Why," said the shoeman with some impatience, "if I have to explain what a 'bal' is to you I might as well write my own ads. But if you *must* know, 'bal' is short for 'Balmoral.' Now do you see?"

Still the advertising man confessed ignorance and right there came near losing a contract which proved most advantageous to both parties for several years thereafter. In desperation the shoeman said that "everybody knows that 'Balmoral' is the trade name for a laced shoe."

When asked why it was not best to say laced shoe and be done with it, the shoeman declared hotly that "it wasn't necessary at all." The advertising man was also told that "counter" was another name for the "stiffening around the heel," and that "fox vamps" were a peculiar style of vamps "which everybody knew all about," but the queerest part of that advertising man's shoe experience came later when he was called upon to advertise a brand of school shoes—"Youth's sizes \$2.50, and boy's sizes \$3."

The advertising man was a question asker, and he wanted to "know, you know," why the prices were different, and said he presumed that the styles were different, and the qualities, also. He was intensely surprised to learn that the styles for youths and boys were identical, but the difference in size made the difference in price.

"Well," said the advertising man, "why do you put the higher price upon the smaller shoes?" The shoeman said that he didn't and then followed the startling intelligence that in the shoe business a "youth" was a small boy, and a "boy" was a young man. When that shoeman was told that

folks in general did not so consider the case, he point-blank refused to believe it and charged the advertising man with being much behind the times.

Here again was the solution of a business man's advertising failures—getting away from his customers instead of getting down to them. Using trade names and stock terms which to the public are absolutely unintelligible. Refusing to recognize the fact that the public frequently has a different view-point from that of the business man and that the public's side of the case must be considered when appeals are made thereto. And insisting that his advertising man hew to a line indicated by the shoeman himself without any regard to its fitness.

It is not difficult for any shrewd advertising man to turn out copy that tickles his employer's fancy, but if it does nothing else, and misses the public, it is not honest advertising and cannot be successful. However, there are many employers who will swallow anything "hifalutin'" and gorge it voraciously, while refusing to accept the less spectacular, simpler forms of work which tell the facts of a matter simply, without show of smartness or the racket of tomtoms.

FOR ACCURACY AND HONESTY

Accuracy and honesty in advertising came in for a strong word from Albert J. Leitch, of Cleveland, at the meeting and banquet of the Columbus, O., Advertising Club, September 5. H. S. Stibbs, president of the Advertising Club, of Dayton; L. H. Bulkley, advertising manager of the American Art Works Company, of Coshocton, and H. Harrison Kress, advertising manager of the Jeffrey Manufacturing Company, of Columbus, spoke concerning the national meeting of advertising clubs in Boston last month.

Clubrooms are being planned.

The Chas. H. Fuller Company has opened a branch office at Indianapolis in the Meridian Life Bldg. Roy D. Buckley and Harlan G. Boster are in charge. Both of these gentlemen reside in Indianapolis and are familiar with the Indiana advertising field.

The Holland Rusk Company has started advertising in a limited list of publications, the orders being placed by Clague-Painter-Jones Company.

"TIMES" SIXTIETH BIRTHDAY

The New York *Times* celebrated its sixtieth birthday September 18, on which occasion it received the congratulations and well wishes of President Taft and many public men and publishers, readers and advertisers. The event was commemorated by an anniversary supplement of eighteen pages, filled with pictures, articles and advertising showing the growth of New York City and newspaper making which the *Times* in its long career has witnessed. A feature of the special supplement was a section devoted exclusively to advertisements of business houses in existence at the birth of the *Times*.

In an editorial commenting on its sixty years of life, it said:

"From the beginning the founders and the makers of the *Times* have held it and regarded it, not as an instrument of private service and utility, but as an institution devoted to the public use.

"Its guide has been the conscientious judgment of its conductors in determining what aims and causes, what men and measures ought to be helped on and encouraged for the good of the community and the country. It has sought within its sphere to serve the people well.

"Its sixtieth year has been the most prosperous in its history. In that year it has attained to its largest circulation, to its highest point in volume of advertising, it has had the greatest number of employees."

Among the special contributors were Maj. James C. Hemphill, editor of the *Richmond Times-Dispatch*; Melville E. Stone, general manager of the Associated Press; Clark Howell, editor of the *Atlanta Constitution*; Rollo Ogden, editor of the *New York Evening Post*; H. H. Kohlsaat, publisher of the *Chicago Record-Herald*; James R. Day, president of Syracuse University; Samuel Bowles, publisher of the *Springfield (Mass.) Republican*; Charles H. Betts, editor of the *Lynn Republican*; Talcott Williams, editor of the *Philadelphia Press*, and George Alfred Townsend, Washington correspondent.

SOMERVILLE WITH WARREN
MOTOR CAR CO.

W. A. Somerville has been made advertising manager of the Warren Motor Car Company, of Detroit. Mr. Somerville's former connections have been assistant advertising manager of the Burroughs Adding Machine Company, advertising manager of the Rapid Motor Vehicle Company, of Pontiac, Mich., and sales manager of the Grabowsky Power Wagon Company, of Detroit. He would like to receive rate cards from newspapers, farm papers, magazines and other publications.

DOES DEALER ALONE SUFFER?

People don't like to read stale news—nor will they be interested in window trims that are seldom changed.—*"Selling Power," Pratt & Lambert, Inc., Buffalo, N. Y.*

Maine's Mover
of Merchandise

In Portland, Maine's Metropolis (greater Portland's population is about 75,000), the One, Great Advertising Force is the

Portland
Express

CIRCULATION—over THREE TIMES as large as any other Portland paper.

Maine's Largest Daily Circulation!
Maine's Largest Want Ad Medium!

Carries the Most Advertising because it Moves the Merchandise.

JULIUS MATHEWS, Representative.

Telephone 8298 Madison Sq.

**HAUSMANN
STUDIOS**

37 East 28th
New York

AN ART
SERVICE FOR
ADVERTISERS

WHY SOME FORM LETTERS FALL DOWN

IT IS HARDER TO WRITE TO A GROUP OF STRANGERS THAN TO A SINGLE MAN — THE IMPORTANCE OF KNOWING SOMETHING ABOUT YOUR PROSPECT—SOME SAMPLE LETTERS WHICH SHOW THE DIFFERENCE

By John P. Wilder.

I.

A friend of mine to whom the task was assigned of building up the sales for a certain commodity in a restricted territory, wanted to find out something about form letters. He had been the sales manager of a smaller concern, and didn't pose as an advertising man, so his first act upon taking a division of a large business was to start out after information. He wrote to the advertising managers of some fifty non-competing houses, asking them if they would not send him specimens of form letters which had brought them results.

The great majority of those he addressed found some very good reason why they could not give him what he wanted, but several came across with some good advice, and sent samples of a considerable number of letters which had been successful in getting what they were sent for. With these as a basis, he started to work out a series which would apply to his own line.

But, right at the start, he was confronted with a fact which puzzled him for some time until he hit upon the right answer. The "model letters" which had been sent him were written after a great deal of hard thinking on the part of the advertising manager, had been submitted to the test of being passed upon by other high officials of the concern, and were composed with a more or less exact knowledge of the personal equation they were to solve. Yet the letter from the advertising manager to him which accompanied the letters, dictated rapidly during the press of the daily routine, seemed to contain

a far stronger appeal, and certainly did go straighter to the point, than any letter which was submitted as a model. The difference was not the same in every case, of course, but none of the form letters quite reached him in the way the individual communication did. Most of the letters, he thought, were not letters at all, but rather typewritten circulars.

He began to wonder if there was any good reason why it was impossible to get the same appeal into a letter written to a collective group of strangers, as could be expressed in a letter to a single stranger. None of the men to whom he wrote had ever heard of him before; in many ways he was more of an unknown quantity than the casual inquirer to the concern's advertisement. Why should he, from whom the concern had nothing to gain, receive a letter which created instantly a favorable impression, while the actual prospective customers got letters which, in many instances, were calculated to rouse antagonism, because they started with the assumption that the customer was ignorant of his own business?

My friend finally simmered it down to the conclusion that an 8x11-inch circular, printed in typewriter type and signed with somebody's name, is not necessarily a letter because it looks like one, and that seems a pretty good place to begin a discussion of form letters.

The trouble seems to be that the man writing a form letter is very consciously writing to a *list* instead of to an individual, flesh-and-blood person. The ordinary list includes persons of such different tastes and conditions of life, that a letter to appeal to each of them must be general in the extreme, and the forms of appeal which are universal in all localities and for all classes of society are limited in number. To save money, to save time, to add to comfort or convenience;—within those limits an appeal can be made to nearly everybody, if you don't go into details. As a

An editorial representative of PRINTERS' INK, in search of a story, followed his card, one morning last week, into the private office of a manufacturer of a very successful and widely advertised dry-goods specialty.

The manufacturer happened to be running over his copy of PRINTERS' INK, and began at once to ask questions suggested by some of the articles he saw.

"You'll notice," said he, "that this is the only copy of PRINTERS' INK I have here in the office. I read a copy between whiles in the office here, and when the next one comes along, I send the other home, with such articles as I have gone over checked off.

"Evenings, part of my reading is to go through the articles at home that I have not checked off. I never lay a copy away in the files until I have gone through it thoroughly. If you'd go over those copies of PRINTERS' INK I have home, you would find them pretty well marked up.

"Every copy is an impulse to original thinking. I don't know how much this business of mine is indebted to PRINTERS' INK, but it certainly owes much to the facts and discussions I find therein."

Mr. Publisher, is there any "original thinking" you would like to impel advertisers to do? It costs just \$50 a page to reach the PRINTERS' INK audience—and that means all the live ones.

matter of fact, when absolutely nothing is known about a man except his name and address, it is a pretty difficult thing to write a letter to him. The typewritten circular is about as far as the best advertising man can go.

But when something definite is known about the business of those comprising the list, or about the environment, or their tastes, it is possible to write a real letter; in other words, a message from one individual to another individual, about a definite thing. A couple of examples will show what I mean, both letters regularly sent out by the same house.

The first is a letter sent out to a general list. It reads:

Your name has been given us as one who might be interested in "Richmond" Vacuum Cleaning—the modern way of keeping the entire house and all its furnishings clean and sanitary.

This method is absolutely dustless. It forever gives relief from brooms, mops and dusters—and the backaches and drudgery that they bring. It forever stops the expense and the nuisance of spring and fall house-cleaning.

Carpets, rugs, floors, walls, ceilings, upholstery, bedding, clothing, etc., are quickly and thoroughly cleaned by this wonderful method. It not only removes every particle of dirt and "fluff" but the stale air as well, leaving the atmosphere in the room pure, sweet and healthful.

"Richmond" Vacuum Cleaning is applicable to any building large or small, old or new, town or country. The first cost is easily within the reach of everyone and the week-to-week saving effected by its use will soon pay for the machine, to say nothing of the healthfulness, comfort and satisfaction it will bring.

Whether you are ready to buy or not we feel sure that you at least want to know all about any method that promises so much for your home and your family; and upon return of the enclosed card, complete descriptive matter will be sent you.

As this in no way obligates you, won't you please mail the card promptly—now while you're thinking of it? Thank you!

Very sincerely yours,
THE McCRUM-HOWELL Co.

Not by any means an example of a poor form letter, yet the question arises as to whether those words would not be equally effective in the form of a circular, or as a preface to the booklet mentioned. The element of personal appeal isn't there; and couldn't be put there from the very nature of the case.

The second example, however, has an entirely different sound.

You are undoubtedly looking forward with great pleasure to the many happy days you are to enjoy in your new home.

We wish you and yours every success and much happiness and right here we do not hesitate to say that much of your happiness will depend upon your surroundings.

A clean, sanitary, comfortable home will do wonders to produce contentment. In this connection, you cannot fail to be interested in "Richmond" Vacuum Cleaning, the modern way of keeping the entire house and all the furnishings absolutely clean.

The enclosed booklet will give you a general idea of what we have to offer, and if you will indicate on the enclosed card that you are interested, we will be pleased to forward complete descriptive catalogues.

Won't you please mail the card today?

Yours very truly,
THE McCRUM-HOWELL Co.

The man who has built himself a new house becomes at once something more than a name on a list, the moment we know that much about him. We can write a letter to him, simply because while he may not be interested in what we have to sell, we know something he is interested in.

One of the large office appliance concerns has a list of prospective buyers numbering upwards of a hundred thousand names. This list is divided into more than forty classifications, according to lines of business and also according to size, and an entirely separate series of letters goes to each classification. The feature which would appeal to the small country bank would have no interest whatsoever for the traffic department of a railroad. There are special things the country bank wants to do, and other special things the traffic department must get done. If the same letter went to both, no special appeal could be made to either.

The only excuse for a letter, anyway, is that the writer has something of a semi-personal character to communicate. When the personal message is absent, it ceases to be a letter, and is merely a circular in the wrong clothes; like a man in evening dress at the breakfast table. It may seem like a lot of work to find out

Advertise Where Your Goods Are On Sale

Five Hundred and Eighty-nine Retail Stores in Four Hundred and Eighty-three Towns, in seven Central Western States, are co-operating (and are ready to co-operate) with Trade Mark advertisers whose lines they are carrying.

These Retailers are progressive merchants who are thoroughly convinced of the merit of advertising as a force for helping them to increase the net profits of their business.

Every one of these is under contract to issue a publication—every month during the year—and to advertise the merchandise they carry in stock—illustrating, describing and pricing it.

The kinds of stores—and the amount of circulation follow:

| | | | |
|-----|-----------|--------------------------|----------------|
| 257 | Dry Goods | Stores mail to consumers | 147,900 copies |
| 161 | Hardware | Stores mail to consumers | 92,950 copies |
| 129 | Grocery | Stores mail to consumers | 74,800 copies |
| 57 | Furniture | Stores mail to consumers | 36,950 copies |

Every Retailer publishes his own individual medium—not a syndicate proposition.

This is not a free service to these Retailers as they pay the full cost of their publications—plus a fair profit.

The publications are uniform in size of page ($9\frac{5}{8} \times 12\frac{5}{8}$) but each Retailer issues his own individual publication and these range in size from 2 pages to 16 pages each month.

Some of these are Store Magazines—part reading matter and part advertising—others consist of advertising and good selling talks—while others are wholly devoted to illustrations, descriptions and prices of the merchandise in their stocks.

You can only get space in the publications of the Retailers who now carry and wish to advertise your products.

This may only cover a circulation of 300 copies or it may cover the entire list—depending solely upon your distribution.

But you only pay for what you get—the charge may be 10c or it may be \$500.00. The expenditure is entirely within your own control and you get the circulation—when and where you want it—to advertise where your goods are on sale.

RUSSELL SECTIONAL ADVERTISING SERVICE

EDGAR A. RUSSELL, President

2815 Wabash Avenue, Chicago

something about each person in your field, classify your list, and write a separate series for each group, but it pays. It is comparatively easy to get a man to tell you his line of business, and when you have that you have some definite knowledge about him. He is classified right there.

Just how far this classification should be carried is a matter for the individual advertiser to decide. Some advertisers make a single class of "wholesalers," while others divide it still further, into "wholesale hardware," "wholesale dry goods," etc. There will always be a few on your list which are nothing but names—nothing can be found out about them. These must receive a general letter, of course, but it is a waste of good material to send a general letter to men of whom you know something.

(To be continued.)

[The second article in this series will deal with some ways of finding out about a man.—EDITOR.]

PERTINENT TOPICS SUGGESTED

At the convention of the National Association of Sales Managers in Cincinnati, E. D. Gibbs, sales manager of the Ketterlinus Lithographic Manufacturing Company, Philadelphia, was invited to suggest topics for discussion at the meetings. The following were the topics suggested:

The advantages derived from the proper training of salesmen.

How to run a training school; what to do to keep the men interested.

Educating salesmen to make more effective use of advertising matter sent out by the house so that this material will aid them in making sales.

The value of annual conventions and of smaller local meetings during the year.

How to secure a closer working co-operation between the men in the factory and the men in the field.

The importance of having salesmen and those associated with them make a study of advertising journals and trade journals.

Teaching sales managers to get rid of all little details of business and to devote their attention to the broad problems of salesmanship and advertising that confront every man in this position.

The Lang Advertising Agency, of New York, is sending out 5,000-line contracts for the Optimo cigar to a list of Western papers.

GETTING THE PUBLIC TO HELP

KANSAS CITY, Mo., Sept. 21, 1911.

Editor of PRINTERS' INK:

Some time ago I read an article—I think it was in your "Little Schoolmaster's Classroom"—in which the suggestion was made that there ought to be an "Advertising Reform League" or something of the kind—several hundred thousand people throughout the country pledged to write to publishers when they saw any fraudulent or misleading advertising being published in his paper.

Seems to me this thing could be "put over" more easily and with more force than by having an organization. Just educate the people a little and they will do it spontaneously, and it will come with ten times more force than if the letters are known to have been written as part of an organized propaganda.

Why not something like this: Let the next convention of the Associated Advertising Clubs of America pass a resolution requesting publishers to carry two or three lines at the head of the editorial column, saying, "Readers are requested to write the publisher of this or any other paper when they see advertisements being published which they know to be fraudulent, misleading, or untrue."

Give a sentence like that a billion or so circulation through repeated issues of many publications, and the public can be safely trusted to do the rest. It won't cost anybody a cent to do this, and yet I believe the results will be beyond all computation.

ARNOLD G. BAILEY.

UNITED DRY GOODS' SHOWING

With an increase of \$61,774, or 6.48 per cent in net income, United Dry Goods Companies made a commendable showing for the fourth season of its existence, which terminated July 15. Gain over corresponding six months of 1910 was the more noteworthy in view of the fact that the period under consideration was one of comparative unrest in dry goods circles, due principally to tariff disturbances.

As earnings of this concern are more directly dependent upon retail trade the figures would point to a healthier condition in the former than in wholesale circles. Besides owning the controlling interest in Associated Merchants Company, which in turn controls H. B. Clafin Company, United Dry Goods own the net tangible assets of Hahne & Co., Newark; Powers Mercantile Company, Minneapolis; Wm. Hengerer & Co., Buffalo; Stewart Dry Goods Company, Louisville; a majority of the securities of Lord & Taylor, all doing a retail business.

HUMANIZING YOUR CATALOGUE?

The average catalogue is too apt to be typographically correct, but, strangely non-magnetic. I believe catalogues should be more human.—John W. Hatfield, Curtis Advertising Co., Detroit.

DRAWINGS

FOR ADVERTISERS and AGENCIES I have an art service which truly serves—drawings whose selling power equals their artistic excellence and illustrative force.

I translate into pictures the selling arguments of others—or originate idea and argument as well as illustration.

A growing clientele that has used this service for eight years has warranted enlarging the supply.

A few chosen assistants, each an expert in his field, working under my supervision enables the acceptance of a few new accounts.

You need this kind of service. Write and find out about it.



LAMBERT GUENTHER
ADVERTISING ILLUSTRATIONS
ORIGINATED & EXECUTED
RETOUCHING-ENGRAVING-WRITING-PRINTING

37 EAST 28th STREET - NEW YORK -

\$75 seemed like justifiable kleptomania.

Whatever the reasons for its doing so, the advertisement this year brought more than eight times as many visitors to the department as were brought last year by the same space occupied by a differently conceived and price-bristling advertisement. Fifteen hundred women called last year, twelve thousand this year, and the display had to be extended to a fourth day. In order to save expense in follow-up, the advertisement was in eight of the leading dailies, two each day previous to and during the display. An important aid to the plan was the linking up of the advertising with tastefully prepared invitations and programmes, both harmonizing as to type with the advertisement and with each other as to paper and color.

In view of the success of this piece of advertising and the insight into the feminine mind and heart which it shows, it is interesting to know that the advertisement was conceived and written by a woman, Mrs. F. da F. Brandon, of the advertising department of Macy's. Mrs. Brandon was also responsible for the unique page of store news inaugurated a year and a half ago and noticed by PRINTERS' INK at that time. She also originated the "Little Journeys through Macy's Store" for the daily newspaper advertising.

COLEMAN IN OKLAHOMA

George W. Coleman, of Boston, president of the Associated Advertising Clubs of America, was entertained in enthusiastic fashion by the Oklahoma City Advertising Club, September 12. President Taylor, of the local club, presided over the club banquet, and among the other speakers besides Mr. Coleman were Nels Darling, of Oklahoma City, and Ralph Holden, of Calkins & Holden, New York City.

W. A. CARROLL WITH KASTOR

W. A. Carroll, who was for nearly fifteen years Western manager of the *Scientific American* and later in the same capacity with *Scribner's Magazine*, has formed a connection with H. W. Kastor & Sons Advertising Company's Chicago office.

NEW CORPORATION CONTROLS "McCLURE'S" AND "LADIES' WORLD"

"McCLURE PUBLICATIONS, INC.," THE NEW FIRM NAME — PUBLISHER MOORE RETIRES FROM ACTIVE WORK—S. S. McCLURE REMAINS AS EDITOR

It was announced on Monday last that a new corporation which has been formed by Frederick L. Collins, formerly of the Butterick Company, Arthur S. Moore, of *The Ladies' World*, and Cameron Mackenzie, of *McClure's Magazine*, had purchased the good-will, publishing rights and current assets of *McClure's*, *The Ladies' World* and the book business allied with *McClure's*. These businesses will henceforth be conducted by the new corporation which is to be known as The McClure Publications, Inc.

The officers of the new company are Frederick L. Collins, president; S. S. McClure and S. H. Moore, vice-presidents; Arthur S. Moore, secretary; Cameron Mackenzie, treasurer, and Horace W. Paine, assistant secretary and treasurer.

A statement issued by the new officials says: "The new company takes over both publications free and clear of all debts, claims and liabilities, and Mr. Collins, Mr. Mackenzie and Mr. Moore absolutely control the voting stock. The directorate of the new corporation is not yet announced except that C. D. Lanier, of the *Review of Reviews*, has consented to become chairman of the board and to act in an advisory capacity.

"The formation of this new corporation, and the acquisition of the two properties by it, is in line with recent developments in the periodical publishing field. Many economies in operation will result by bringing the publications together."

S. S. McClure remains as editor of *McClure's Magazine*. S. H. Moore, for years one of the prominent figures in the publish-

ing field, retires from active work.

S. H. Moore established his publishing business in 1879. In the year 1886 three magazines at that time published separately were merged into *The Ladies' World*. Mr. Moore was born at Cutchogue, L. I., in 1854. At the age of sixteen, he came to New York and secured a position as printer's helper at \$5 a week. He learned the trade thoroughly, and at twenty-one he, with two other young men, raked together \$1,000 each. With this capital the three youths started a magazine, *The Cricket on the Hearth*, a family journal that proved to be the foundation of the publishing house of the S. H. Moore Company. At the beginning the boys made up their own pages, solicited advertising, set type, folded and wrapped the magazines and carried them in bags to the general post-office.

The Ladies' World made its first appearance in December, 1886. It was the outgrowth of *The Fireside at Home*, a periodical that had been published by the concern for a number of years. Later on, when the success of the new magazine had been firmly established, *The Cricket on the Hearth* was absorbed.

The history of *McClure's Magazine* is well known. It was among the pioneers in the low-priced magazines. It was established by S. S. McClure in 1893. This year marks Mr. McClure's thirtieth year in the publishing business. Mr. McClure explained his reasons for parting control with his property. "It is simply because the day of the single monthly magazine has passed," he said, "and the day of the attainment of larger units in the publishing business has arrived."

Frederick L. Collins, who becomes the publisher of the new enterprise, is well known through his connection with the Butterick Publishing Company and The Crowell Publishing Company. Still under thirty-five, Mr. Collins has had extended experience covering the editorial, circulation

and advertising ends of the business. He began with the *Outing Magazine*, and he later joined the *Review of Reviews*. More recently he became secretary of the Crowell Publishing Company. About a year ago, Mr. Collins assumed direction of the promotion and selling ends of all the Butterick publications, including *Everybody's Magazine*. He has already taken up his new responsibilities.

Cameron Mackenzie, who becomes the treasurer and general executive of the new organization, after several years newspaper experience on the New York *Sun*, went to the editorial department of *McClure's Magazine* in 1906. The year following he married Mr. McClure's second daughter and in 1909 succeeded Harold Roberts as treasurer and general manager of the S. S. McClure Company. It was Mr. Mackenzie who was responsible for the organization of the new corporation of which he continues as treasurer.

A. S. Moore began his connection with the *Ladies' World* in 1898. For the past two years he has held the position of general manager.

The advertising departments of both publications will be conducted as at present. The new management has announced its intention of not attempting to unite or change the forces in any way.

KEEPING UP TO DATE

Over on Staten Island the street car passes a summer garden whose proprietor has a sense of humor. Back in 1893, when such a signboard was much in vogue, the place was called "Cycler's Rest." The bicycle rose to its zenith and went down again, but the signboard still remained. The automobile came into vogue, but there was no change in the sign. It was still "Cycler's Rest." This past summer somebody made a suggestion to the proprietor that his sign was a little out of date. Not to be caught napping again he had a new one painted, and remarked, "I guess that will hold 'em for a while." The place now bears the name, "The Airship Hotel."

The Shreveport, La., Chamber of Commerce brought about the celebration of a Factory Day, September 19, in that city, for the purpose of revealing to the citizens that they had the foundation of a publicity campaign.

BIG Gains and BIG Reasons

When a publication can show a gain of 648 pages in advertising carried in the short space of nine months, that record can reasonably be called excellent; and when it is taken into consideration that the publication has several strong competitors, the record is still better. Such is the case with

THE HORSELESS AGE

The fastest growing automobile paper

For the first nine months of 1911, THE HORSELESS AGE shows a gain of 272,160 agate lines over the corresponding months of 1910. This is a **ten** times greater gain than that made by our strongest Eastern competitor and over **twenty-five** times the gain made by our strongest Western competitor.

THE HORSELESS AGE is built for and read by those interested in every phase of automobiling. Technical and general articles, alike of interest to the maker, the seller, and the buyer, in turn fill the needs of all. Up-to-the-minute news, timely discussions and advice—in fact, everything helpful and of practical value.

Q. E. D.—If you make anything in the automobile line from cotter-pins to complete cars—you need THE HORSELESS AGE.

THE HORSELESS AGE

254 WEST 54th ST.

NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowsell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5205 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, Oct. 5, 1911

New Problem of Corporate Advertising

The Standard Oil Company in compliance with the demands of the Government has dissolved itself into thirty-three separate concerns. The International Harvester Company has taken to heart President Taft's warning that the Sherman law will be enforced and is considering what changes to make in its form of organization to anticipate and fend off government prosecution. The United States Attorney General has lately been closeted with the officials of the American Tobacco Company. He has instituted proceedings against the so-called Lumber Trust. The powerful United States Steel Company is assuring itself and the public that it is a legal combination.

An air of uncertainty hangs gloom-like in the executive offices

of these concerns. Promotion activities which were given the driving force of tremendous financial resources are, if rumors in semi-official quarters have foundation, steadily lessening.

What will be the outcome and what, narrowing the question down to the special field of interest to PRINTERS' INK readers, will be the effect upon the volume and the character of the advertising of these great industries?

For instance: Now that the Standard Oil Company of former days, with its 2,000 separate specialty products, is or, in December, will be resolved into its original industrial units, how will it carry on its promotion work? Each of these products has been advertised to a greater or less extent. Some of the brands are among the staples of the advertising pages: Polarine oil, parowax, oil heaters, etc., etc. The advertising has been carried on through the old company's advertising department, of which H. K. McCann assumed charge last year. In view of the decision of the United States Supreme Court, there is much doubt whether one advertising department can legally do the work for the thirty-three separate companies.

These considerations are put into question form for the simple reason that as yet the greatest lawyers in the country have found no satisfactory answers. The Standard Oil Company must find solutions of all the intricate problems facing it before the first of the year. It is therefore safe to infer that the company's advertising manager is laying no far-reaching publicity plans. It would be unwise to initiate campaigns that could not be carried to fulfillment under a year or more. Although the four agencies handling Standard Oil accounts discreetly hold their peace, it is as certain as anything can be that the work is not being done so far in advance as formerly.

The ingenious readers of PRINTERS' INK are as well qualified to make suggestions as any one. There are dozens of nice questions.

Will the present advertising department be allowed to turn itself into a separate concern to direct the selling for all the thirty-three Standard Oil companies? If that were done, if the best selling-brains in Standard Oil were put at the head of it, would not the companies, in selling to it at factory prices, lose their greatest asset—consumer goodwill?

Again, some of the units of the old Standard Oil Company were doubtless spending less than \$10,000 a year for advertising. Now that these one-time parts will perforce engage in independent, competitive business with their former allies, how can they afford the use of expensive space which some of their products have enjoyed heretofore? How much of a showing will \$10,000 make in the *Saturday Evening Post* for instance?

The knottiest question of all: Some of the trade-marked products have been manufactured by several of the companies. Each company should justly have a share in the reallocation of the value of the brand. But how can the brand value of one specific product, which has been manufactured by two or three Standard Oil companies, be cut into pieces and divided among those entitled to a share? Economics has brought forth few more puzzling problems.

Everybody is entitled to a guess. Any agency or publication may encourage itself with the consoling thought that the busting of the trusts will in the end act to create more advertising than ever before by letting down the bars of competition. Any medium is at liberty to comfort itself during a possible dearth of copy from corporate sources with the idea that eventually it may inherit the renewed fruits of increased individual enterprise.

PRINTERS' INK says:

There's a lot of sound analogy between business winning and courtship. Remembering this would save many a tactless move.

A Lesson from the Pure Food Show

At the Pure Food Exposition, held last week in Madison Square Garden, the exhibit of the New York Bureau of Weights and Measures attracted much attention, even though no samples, edible or otherwise, were handed out to the admiring throng. But the feature which held the crowd longest was not the display of "short weight" coal sacks; not the scales with pointers set "too fast"; nor the bushel baskets equipped with false bottoms. They glanced at those things, and passed on. There is no immediate, personal interest in a coal sack, and it takes a detective to spot an overimpulsive spring balance.

The display of trade-marked package goods, however, was another story. There was a large showcase full of them, and more were piled on top. Nearly all were advertised brands, ranging from salt codfish to soda crackers, and from prepared mustard to strained honey. Signs informed the spectators that these goods were properly branded. "One pound" on the package meant a pound inside.

The brethren who regard that latter phrase as merely a trade name, or a pleasant fiction with no relationship to sixteen ounces, might have found it interesting to watch the people search out their favorite brands, and the airs of triumph some of them assumed when successful in the search. Their judgment in selecting that particular brand was vindicated, and the manufacturer's advertising of that commodity could hardly fail to be more convincing in the future.

PRINTERS' INK has no means of knowing whether *all* properly branded package foods were displayed—probably not, as some which stand high were not visible—but the event was significant as showing the more than superficial interest the housewife takes in the trade-mark, and the growing demand that the goods shall live up to what is promised for them.

Save the Word

It is always sad to see a good word going to the dogs. Like the black sheep of the family that humiliates its upright relatives, a word falling into disrepute is an occasion for sorrow, and an effort to lift it up again. Time was when the word "publicity" was synonymous with advertising, and it did good service in designating that kind of advertising which undertook to make a general impression rather than to close direct sales. It is a good word, comes from good old Latin stock, and has a number of worthy and reputable relatives. But of late it has fallen into bad company, and has been more frequently used to designate the press agent's art of getting "free publicity" by working the name of the article or concern in some plausible form of news story. Bad company, indeed. But isn't it still possible to rescue this fine old word from the burning? "Free publicity" will soon be a thing of the past, if the efforts of the A. N. P. A. avail in proportion to their assiduity. But let it be hoped that this noble word "publicity" will not be carved on the tombstone of a decadent art. Rather let it be regenerated and given a more honored place in the lexicon of advertising. This will at least spare the humiliation of advertising managers who have long held the honored title of "Director of Publicity," to say nothing of preventing the word "advertising" from being overworked for lack of an alternative term.

PRINTERS' INK says:

It is not what you claim but what you do that wins the repeat order.

Magazine Back Covers

Time was when the standard magazines divided their back covers into four equal spaces and sold them to four different advertisers. The result was a conglomeration of heavy gothic types and conflicting sign ads that were not cred-

itable either to the magazine or the advertiser. Somebody saw a better way. Beautiful color work was introduced and only one advertiser at a time was permitted to use the back cover. Instead of a frantic scrambling for the eye and the attention, harmony instantly resulted.

The next advance step was to have both back and front covers done by one artist, who followed the same decorative *motif*, thus giving the outside of the magazine a pleasing unity of conception, in keeping with the accepted artistic tenets. It was good advertising and particularly good policy for the magazine publisher. An interesting example of the successful working out of the idea is the clever balancing of front and back covers in the October *Scribner's*, enabling the famous Baker's Cocoa lady to appear in more artistic surroundings than is her wont.

Who first started it is not a matter of record. One of the earliest instances was when the *Century* began its Napoleon articles. The great French poster artist, Grasset, was engaged to do both covers and the plates were made in Paris. The result created a sensation and the thing became a standard practice forthwith.

One important advantage to the advertiser is that it enables him to secure designs from artists who under ordinary conditions will not do advertising work. For example, Maxfield Parrish designs have been captured by advertisers in this way, when that clever artist had his time engaged for months and months ahead and he was refusing orders at all kinds of fancy prices.

FIRST SPHINX CLUB DINNER

The first Sphinx Club dinner of the season 1911-1912 will be given Tuesday evening, October 10, at the Waldorf-Astoria.

The guest of honor will be Norman Mack, chairman of the Democratic National Committee.

Augustus Thomas, the famous playwright and one of the best after-dinner speakers in the country, will also be a guest at the dinner.

HARPER'S MAGAZINE

For sixty-one years the most famous illustrated magazine of the entire English-speaking world—stands to-day in a stronger position than ever before both in point of circulation and popularity and in the maintenance of the highest literary and artistic standard.

The reasons for this long-continued career of success may be summed up in a single sentence: *It has always been the most interesting, the most important, the most authoritative, and the most beautiful Magazine published.*

It is In Harper's—

That the most famous novels of literature have appeared as serials since the days when Thackeray, Dickens, Charles Reade, and George Eliot first gave their books to the American people through its pages.

That the great explorers, travelers, and scientists give the first accounts of their epoch-making discoveries.

That the foremost historians, statesmen, scholars, and men-of-letters first present their greatest work.

That most of the famous short-story writers now living have made their mark, and in HARPER'S that their greatest work appears.

America and England have given of their best to make the coming year the most notable in the Magazine's history. And in the consideration of every plan, every expedition, every suggested idea the first question in the minds of both editors and publishers has been that of *interestingness*. For without that quality *no contribution* can gain a place.

Full particulars regarding rates may be obtained from any General Advertising Agent or by addressing our Advertising department.

HARPER AND BROTHERS

FRANKLIN SQUARE

NEW YORK

TRACTION COMPANY CAMPAIGN REDUCES LITIGATION BY TWO-THIRDS

ACCIDENTS ALSO REDUCED FIFTY PER CENT—AN INTERESTING APPEAL TO THE PUBLIC TO USE ITS EYES AND EARS TO GUARD THEMSELVES—THE CAMPAIGN WITHIN THE COMPANY'S ORGANIZATION—ABOLISHING THE "SOULLESS CORPORATION" IDEA BY INFORMAL DEVICE

By G. D. Crain, Jr.

A public service corporation at New Albany, Indiana, by a wisely directed advertising campaign reduced the number of accidents along its tracks by two-thirds and the expense of litigation by fifty per cent.

This is a remarkable showing, from the view-point of the efficiency engineer as well as that of the advertising man.

The corporation operates the Louisville & Northern Railway and Lighting Company, and the Louisville & Southern Traction Company. These lines run from Louisville across the Ohio into the Indiana cities of New Albany and Jeffersonville.

Everybody knows what the cost of accidents is. The traction company is an especially shining mark in this connection, inasmuch as most of those injured have no connection with the company and are therefore desirous as a rule of getting as heavy damages as possible for injuries inflicted. The ambulance chaser, also, regards the street railway company as legitimate prey, and it is seldom that the victim of an accident on a trolley line is not besieged by more than one earnest "runner" for an equally earnest barrister who desires the privilege of attacking the bloated corporation in behalf of the down-trodden victim of its insensate greed, or words to that effect.

The companies referred to, being comparatively young and relatively small, found that the cost of litigation as the result of accidents, not to mention the actual payments in settlement of claims, had become an almost intolerable burden on the earnings of the

properties. It was determined that an improvement must be brought about. All hands were set to work on the problem, and the result was that about a year and a half ago an advertising campaign was undertaken having in view the definite result of reducing the number of accidents.

To begin with, the company prepared to do some advertising within its own organization. Its men were given specific instructions as to accidents, and were told what to do in certain contingencies. Various kinds of accidents were described to them, and

Never get off a moving car or while facing the rear.

Do not run after a car and jump on while it is moving.

We ask the public to join with us to procure absolute safety in travel.

We have studied the matter and are interested in giving good service—safe service. We are doing even more—we are cautioning our patrons against their own negligence.

—THE BIG RED PLAN.

ONE OF THE PLACARDS THAT HAD GOOD EFFECT

they were quizzed as to the proper plan of action to pursue. New men were given instruction in this part of the work with the same care that they were taught the use of the controller and the brake. In other words, the company did not plan its advertising campaign and then look to it to produce results without proper co-operation.

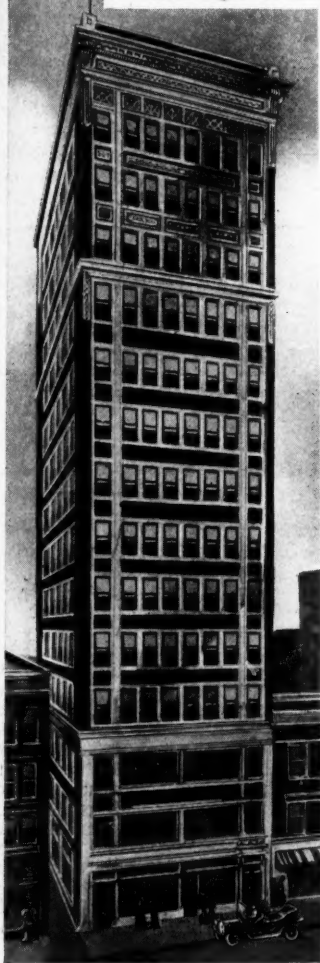
Analysis of the accidents which had been recorded during the preceding years showed that they were of three general types: accidents sustained in getting on or off cars; injuries to children run over while playing in the street; accidents due to collisions with wagons or other vehicles.

APPEAL TO PUBLIC TO USE CARE

In preparing the advertising, these were kept in mind, and copy was written having the various classes in view. The general ad-

THE BEST ADVERTISED BUILDING IN CHICAGO

This modern fireproof office building, a *monument to advertising*, is to be erected in the heart of Chicago. Tenants restricted to advertising agencies, publishers' representatives and allied interests. The Chicago Advertising Association reserves the two top floors and roof garden for its own uses as a club. It is to be the most desirable office building for advertising men.



Advertising Building, Chicago

Advertising Building

Unequaled on earth, it is the first magnificent skyscraper designed for the particular and exclusive service of advertising interests. It will contain a Reference Library of Advertising, the first of its kind for the free use of tenants. The location couldn't be better, Madison St between Clark and LaSalle. The building is exposed to open air and sunlight on four sides. All rooms bright and abundantly ventilated.

OFFICES TO RENT

Floor space at lower rate than in most new buildings. Night and day building service with express elevators. Building ready for occupancy May 1, 1913.

WRITE OR WIRE TODAY

Only a few offices left to rent. It is predicted that floor space is going to be at a premium in this building before the first month's rent is due. Better wire for floor plans, prices and full description of this great building. The space is going fast. Write or wire. I suggest wiring. If you don't wire use the Coupon.

J. R. WOLTZ

Chairman Bldg. Com.

75 W. MONROE ST.
CHICAGO, ILL.

J. R.
WOLTZ,
Chairman Bldg. Com.
75 W. Monroe St.
Chicago, Ill.

Send floor plans, prices for space and description of the new Advertising Building in Chicago.

Name

Address

vertisements were run in the Louisville *Courier-Journal*, the Sunday edition, which circulates largely in southern Indiana, being used for this purpose. In the beginning several large ads were run, detailing the general causes of accidents, and asking the help of the public in preventing them. From then on various phases of the accident problem were taken up separately and discussed in smaller ads which followed in a regular series. These are still being run, as the company does not intend to relinquish its efforts, although it has already gained what are believed to be remarkable results.

Care was taken in writing the copy to point out the fact that the company was absolutely dependent upon the public for results in the campaign, and it was in the interest of the whole community that efforts be made to reduce accidents. The tone of the ads has never been mandatory, but diplomatically suggestive, so that a spirit of co-operation was readily developed. This was shown not only in the actual results which were secured, but also in the statements which were made by citizens to the officers of the company.

In addition to the newspaper advertising, cards were printed carrying illustrations of typical accidents and accompanied by explanatory matter pointing out the need for using care in getting off cars, crossing streets and driving vehicles. In public places and at transfer points cards were posted showing the wrong and right methods of getting off cars; while in garages, livery stables and similar places the cards dealt with the accidents resulting from collisions between cars and wagons, and urged drivers of vehicles, including automobiles, to be careful in crossing tracks to see that a

street car or interurban car was not approaching.

Realizing that many of the most serious and regrettable accidents occur in the case of children playing in the streets, and that it is almost impossible to prevent city youngsters from using the streets for this purpose, placards were prepared warning boys and girls to look out for the cars, and not to play games involving crossing the tracks and running back and forth from one curb to another.

REDUCING MORTALITY AMONG CHILDREN

The aid of the school authorities was secured, and the cards were distributed to the various

Most Electric Car Accidents Happen

BECAUSE YOU jerk in getting on or off before the car really stops.

BECAUSE YOU get off facing the rear of the car.

BECAUSE YOU get off and cross behind the car so as to come suddenly in front of a car or a wagon coming from the other direction.

BECAUSE YOU run after a car and jump on while it is moving.

BECAUSE YOU persist in riding on the steps of the car.

BECAUSE YOU put your arms, hands or head out the windows.

BECAUSE YOUR driver makes his vehicle stop in front of a car.

BECAUSE YOUR driver uses no caution in backing out of a street street to go over the car tracks.

BECAUSE YOUR driver turns in close to a car coming in the opposite direction.

BECAUSE YOUR children are allowed to make the driver's playroom, or stand close to the curb.

WITH YOUR ASSISTANCE we feel that these and other things can be made SAFE—without it we are helpless in accidents resulting from the above causes.

—not on this card

ONE OF THE EDUCATIONAL NEWSPAPER SERIES

buildings. Every child attending school in New Albany and Jeffersonville, the principal cities in which the companies operate, was thus impressed with the dangers attendant on carelessly playing near street cars. The authorities connected with the traction companies believe that this advertising really was effective, since few cases of this kind are now reported, and it is probable that the schoolboy and schoolgirl audiences could be appealed to in other directions with equal facility.

The street cars themselves were not overlooked, and big placards were posted in them dealing with the various accidents which occur in getting on and off cars. Signs were painted on walls controlled by the company, and these attracted general attention.

It is to be noted that the "corporation" idea was got away from, and that all advertisements were

signed "The Big Red Car," that being descriptive of the cars used in the interurban traffic. The use of this phrase supplied an informal touch that made the advertisements seem less stilted than might have been the case if the corporate titles of the company had been given.

Charles B. Scott, assistant to the general manager, who is M. J. Insull, has handled the work of the company in connection with the accident prevention campaign.

It should be added that the use of printers' ink has not been confined to accident prevention work. Exploitation is constantly being done with the end in view of attracting people to the north side of the river for residence purposes, while every Sunday the papers contain alluring suggestions of the beauties of the ride to Silver Hills, as the knobs back of New Albany are called. The efficacy of this kind of advertising

was what first suggested to those connected with the company the possibilities of the accident reduction campaign.

EDWARD M. CARNEY'S NEW POSITION

Edward M. Carney, for several years connected with the American Telephone and Telegraph Company in an advertising business capacity, will assume charge on October 1 of the advertising and publicity work of the United States Worsted Company at 100 Fifth avenue, New York. This concern has several large mills in New England and does a national worsted and woolen business.

Mr. Carney has been identified with the advertising and publicity business for the past fourteen years.

For several years he was connected with Stone & Webster, of Boston, who operate street railways and electric lighting plants throughout the country.

H. M. Horr, formerly advertising manager of the Oakland Chemical Company, is now advertising manager for Huyler's.

The LEATHERSMITH SHOPS

are frequently commissioned by advertisers of high grade merchandise to design and execute **DECORATIVE LEATHER DISPLAY SIGNS**

These signs are richly wrought in fine leathers and handsomely mounted on oak, mahogany or any other wood in any desired size for standing or hanging. They are gladly given prominent display in the best shops because of their uncommonness and genuine decorative value. Specimens and quotations on request.



SPECIAL REPRESENTATIVES:

CHAS. W. SCHAFER, Jr., L. B. NEWELL,
635 Hudson Terminal Bldg., N. Y. 170 Summer St., Boston

R. R. JOHNSTONE, 312 Caswell Block, Milwaukee

J. A. KERR, Rockefeller Building, Cleveland

MAIN OFFICE, 1333-35 Race St., Philadelphia, Pa.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.



Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO

The Little Schoolmaster's Classroom

A firm here in New York City advertised a short time ago for a man with the journalistic sense, or—in other words, “a nose for news.”

He wasn't wanted for newspaper work, either. He was wanted for the work of writing advertisements, which after all are just bits of business news, if they are good advertisements.

And when you come to study the work of the newspaper reporter and the work of the man who writes interesting advertisements, the jobs are found to be much alike. The reporter gets all the facts he can about a certain event or item. Then he says to himself, unconsciously perhaps, “What of this information would the readers of my paper be interested in reading?” He writes that and nothing else.

The average business man has plenty of information about his business, and ordinarily he has enough command of language to make himself clear. His greatest trouble is that he doesn't exercise his journalistic sense, that nose for news.

I suppose that safety lever which has made a certain revolver famous existed for a long time before some keen-nosed man saw that it was just the feature that would sell revolvers to many thousands who before had not bought because of the fear of accidental discharge.

Around every business there are interesting features that, if advertised, would turn a great deal of extra money into the cash drawer. They do not come to light because the man at the head of things does not ask himself often enough, “Now, what is there here that my public would likely be interested in?”

Men will talk about these interesting things when people call, but the average man when he begins to write an advertisement

forgets that he is talking to prospective customers. But he is; and instead of the unattractive, general, tiresome claims that are seen in so many thousands of advertisements, he should have the particular features that his public might be reasonably expected to read with interest.

“Everything in Hats” is too smooth and general to find lodgment. But say “The New Fall Derbies Are Here” or “Here's the Soft Hat for Fall Wear” and you start off your advertisement with a pointed remark that will catch and hold interest.

* * *

A young business man, who is said to be a man of excellent general judgment in general business matters, asks an interesting question. He says:

“I have been advertising persistently and I find that my special sales, while apparently successful at the time, have educated my trade to wait for special sales. As you know, it is on sales at regular prices that a merchant makes his profits. My people now very often say that they will wait for the special sales, and it appears that I am losing money. What ought I to do?”

On looking into the advertising practice of this young merchant, it is easy to see where he has erred. He has simply, at regular intervals, announced the time-worn “special sale,” *without giving any reason whatever for the special price.*

It is hardly to be wondered at that he had educated his customers to wait for the special events.

This merchant need not give up his special sales. Judiciously exploited, special sales will probably for a long time be a valuable aid to the retailer in bringing new people to his store and in calling attention to goods that are not advertised. *But he should give*

reasons for his offerings. When he has a stock of shoes that are run down to odd sizes, let him announce that the special prices are made because of the fact that only certain sizes are in stock—that the shoes are bargains to those who can wear such sizes. If certain goods are counter soiled, that will be sufficient explanation of the special price put on them. If there is no reason for special prices but that the merchant overbought on a certain line, let him say that frankly.

Let him not hold too closely to fixed events. The "Special Sale This Week" idea is often overworked. If the sales are sprung on the public at irregular intervals, and a truthful reason always given, the public will not be educated to expect special prices when there are no good reasons.

* * *

The editor of one of the greatest woman's magazines says that he has always edited his magazine to suit one woman—a woman that he did not meet for many years.

What he means is that he kept in mind continually a certain type of woman as the woman he wanted to please and help, and he kept continually saying to himself, "Now, would this please and help her?"

This is a fine idea for the man who is writing advertising matter. Of course, when you are dealing face to face with people you can study the individual—the face, the clothes, the manner, the remarks; all these are good leads as to what will interest and satisfy. But when you write an advertisement your crowd is not in front of you. You can see it only in imagination. You cannot study faces, clothes, manners, speech. Your readers are not impelled by courtesy to keep reading what you write, unless you hold their interest.

So, just keep in your imagination the type of man or woman that you want to interest. Don't make the mistake that was made by an advertising man of considerable experience some time ago.

This man saw an advertisement

Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,
170 Broadway, New York

This is the way to permanently develop your

Financial Advertising

Adopt my method which has proven successful on a metropolitan daily. It's worth looking into.

Nathaniel Ferguson, Reading, Pa.

DON'T YOU NEED A Real Advertising Manager?

If so, I would like to hear from you. Twelve years as advertising manager and five years advertising agency experience—directing sales and publicity interests some of best known concerns in the U. S. Exceptional record as high-grade originator of complete merchandizing campaigns—as "plan and copy" man—and in personally handling advertising "accounts" of widely diversified character. Thoroughly familiar with practical salesmanship; sales, office and factory management; advertising agency methods and operation; advertising media, rates and comparative values; publishing, printing, drawing and designing, engraving, etc. Can submit unquestionable endorsements and proofs of character and ability, as well as a line of samples of personal work which for class, variety and volume cannot be duplicated. Will close with responsible concern, on very reasonable basis, for trial period. Address:

ADVERTISING MAN, care of B. P. R.,
316 Ashland Block, Chicago

addressed to women, and he did not like it. From his angle it was wrong. He riddled it with his criticisms, and then he took it home and gleefully pointed out to his wife the things he thought were wrong.

"I don't think so," she replied. "I saw that advertisement early this morning, and I went to that store; so did Mrs. A and Mrs. B."

And the advertising man said, "It is a good one on me." He saw in a flash where he had gone wrong. He was looking at the advertisement from a personal point of view—a man's point of view, whereas the advertisement was written to interest women. The wise ones know that woman's method of shopping is quite different from man's.

EDUCATING DEALERS' CLUBS

Employees must inform themselves regarding all goods advertised in their section. It is awkward for a customer to inquire for advertised goods and the salesperson not know what is being referred to. Employees should be interested in window displays to know what goods are shown.—"Booster," *Harned & Von Maur, Davenport, Ia.*

Ad Manager Open For Engagement

If you need the services of a high-grade Advertising Manager, thoroughly experienced in every branch of merchandising—who can formulate complete selling plans that will bring results, I can put you in touch with the very man for the job. Now with one of the big national advertisers. Can be secured for about \$5,000. Simply address Mr. X, c/o Printers' Ink.

MAYOR GAYNOR ON LIBEL

In an article in the October *Century*, Hon. Wm. J. Gaynor, mayor of New York, late judge of the Appellate Division of the Supreme Court of the State of New York, makes the following references to libel through the press:

"Democratic institutions have no deadlier enemy than the professional falsifier of daily events or the professional libeler who ruins reputations and poisons the community through the printed sheet; and free government cannot survive the continuance of such a condition."

"Freedom of speech and of the press means freedom to speak and write the truth, not falsehood or abuse."

"There are about 23,000 newspapers in the United States to-day, served by perhaps 100,000 writers. The immensity of the power for good represented by the American press, supplementing the work of half a million public school teachers, to say nothing of 215,000 ministers of religion, makes it all the more important that no shelter should be given to him who turns journalism into systematic deception or moral assassination."

"The abuse of the power of the press, especially by that part of the press which, to gain greater circulation, appeals to the passions and prejudices of the ignorant and thoughtless, causes more misery than war or pestilence; and in the United States it is principally responsible for the frequent failure of men of ability, character and patriotism to enter or continue in the public service."

"Though the American people detest a libeler, the law of criminal libel is very poorly enforced, and in most localities, especially in large cities, scarcely at all."

ENTER THE ADVERTISING COLLEGE

What is asserted to be the first class in the first personally conducted advertising college in the country was held recently in Kansas City, Mo. It is called the Leachman-Damron Advertising School, and has as one of its founders Moody Damron, a well-known advertising man of St. Louis, and H. B. Leachman, founder and president of Leachman's Publicity Shop of Kansas City.

WASHINGTON'S GLAD HAND BUTTONS

The "glad hand" buttons which members of the Washington, D. C., Ad Club will wear to advertise their desire to help visitors will be of white, with a red band around the edge, and a blue stripe across the center. On the blue stripe will be the inscription, "I'll Tell You." The name of the club will be inscribed around the circumference.

Shoe manufacturers in St. Louis have arranged jointly to open an experimental plant there to make shoes with non-royalty machinery, in opposition to the United Shoe Company.

Recent Decisions of Interest to Advertisers

Law Regulating Billboards and Signs Upheld.—In a case in which the St. Louis Gunning Advertisement Company is concerned, the ordinance of the city of St. Louis regulating billboards, sky signs and house signs has been upheld; and it is set forth that the ordinance in question does not deny the owners of such property or structures equal protection of the law.

Prohibition of Advertising Trucks within Police Power.—The municipal ordinance of New York City prohibiting the use of advertising trucks has been upheld by the Supreme Court as a valid exercise of police power. The effort to show that the ordinance deprived a stage company of its property without due process of law was unavailing.

Stockholder May Examine Books
Though interested in a Competitive Concern — It is held in an Illinois case (Furns vs. Rawleigh, 154 Ill. App. 529) that because a stockholder of a corporation may be interested in a competition concern it does not necessarily indicate that his motive in examining the books of the corporation is an improper one, and that the refusal to allow such examination is not justified under the circumstances.

Good Will Is a Property Asset.—The good-will of a physician or of any other professional man is a property asset subject to disposal in the same manner as any other good will, says the court in an Alabama decision. And it is held in the same case that a breach of contract with reference to such good-will renders one liable to damages.

Rights of Purchaser Who Retains Defective Goods.—In a New Jersey case, it is held that though the purchaser of an elevator may accept the goods or equipment he is entitled to an abatement in the price corresponding with the extent that the property is lessened in value by the defect.

Interesting Points on Telegrams.—Several decisions on telegrams, in Texas and South Carolina, set forth these points:

That the validity of a provision printed on a telegraph message is determined by the state in which the message is accepted for transmission.

That problematical, conjectural or speculative damages for failure to deliver a message will not be awarded; but that damages in the case of an error in stating the price of flour were not speculative, and that the difference between price as stated in telegram when sent and the price stated when the telegram was received could be recovered.

That an effort to deliver telegram is not sufficient to show that punitive damages should not be awarded for failure to deliver the message and complete the contract.

WANTED — An advertising solicitor on a

monthly magazine of the highest character. Location New York City. Address, Box "D. L. E.," care of Printers' Ink.

Fine Results

We have the satisfaction of knowing that we give advertisers as good results, in proportion, as any other farm paper and much better than most of them. The year-in-and-year-out volume of business (the largest, by the way) we carry proves this statement.

The Southern Planter
RICHMOND, VA.

ESTABLISHED TWO GENERATIONS

Actual Color Post Cards

Of Your Plant or Goods

Have a greater advertising value than any other form of printed matter. These cards can be used for Follow-Up, Correspondence, Salesman's Advance Cards and hundreds of other purposes. **My samples and how to use Post Cards in your business are at your service.**

ALFRED HOLZMAN, CHICAGO

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 141,048. Rate 35c.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE Beers Advertising Agency
is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Akoo (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE GREENSBORO DAILY NEWS, Greensboro, N. C., has bought the Greensboro Telegram, one of the oldest papers in the State, and the latter has been consolidated with the News. Circulation of the consolidated papers, 8,000.

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get rate card. 440 S. Dearborn, Chicago.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Do you wish to reach the coal mine operator, mine superintendent, and purchasing agent? Give the Black Diamond a "keyed" ad and note results. Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

BILLPOSTING

8¢ Posts R.I.
Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency.... Providence R.I....

BUSINESS GOING OUT

IF YOUR CIRCULATION REACHES Southern rural districts, write us. We have orders to place. Box 44, Jacksonville, Florida.

BUSINESS OPPORTUNITIES

BUSINESS LETTERS often really human—rarely dull. **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

MAIL DEALERS—Write for our 25 Big Propositions. All new. No competition. Make 95 cents profit on every dollar order. A few leaders sent free! Complete outfit 10c. Mail Dealers Wholesale House, 442 Franklin Building, Chicago, Ill.

WANTED—A sober and capable man who owns a printing plant to issue a nice 8-page weekly paper to locate in a town of about 5,000 in what is known as East Tennessee. We can guarantee good amount of advertising and good subscription list, and will also take up half the stock. This is a good opening for the right man. Address, **HARRIMAN PUBLISHING CO., Harriman, Tenn.**

COIN CARDS

Are You Working for More Circulation?

You can increase results from your efforts by the use of WINTHROP COIN CARDS. They will get quicker action for you, because they suggest remitting and furnish a simple means. They will bring the money in advance, and with a maximum of safety. Other publishers endorse and use them continually. Some of our customers are of ten years standing. They KNOW the value of WINTHROP COIN CARDS. Let us convince you. You will be interested in learning just how WINTHROP COIN CARDS will help you. Send us your name, and the price of your publication, and sample copy if convenient, and we will send you circulation ideas, along with coin card prices and samples.

THE WINTHROP PRESS
Coin Card Department

419 Lafayette Street New York, N. Y.

DESK ROOM TO LET

Office or Desk Room to Let in centrally located office, suitable for special agent or party connected with advertising or publishing business; use of 'phone and special service if desired. Rent moderate. Address: "ADVERTISING," Box 32, care of Printers' Ink.

FINANCIAL

FREE—"Investing for Profit"

Magazine. Send me your name and I will mail you this magazine absolutely FREE. Before you invest a dollar anywhere—get this magazine—it is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tells you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the Real Earning Power of your money. This magazine 6 months Free if you write to-day. H. L. BARBER, Publisher. R 448, 28 West Jackson Boulevard, Chicago.

FOR SALE

NAMES FOR SALE

Original letters from women secured through high grade mail order advertising for sale. THE BEDELL COMPANY, 14 W. 14th St., New York.

FOR SALE—Part of the late equipment of *The Oklahoma City Pointer*. Battle Creek Duplex, tubular, sixteen-page press, with full stereotyping equipment; nearly new, splendid machine, runs like a sewing machine. One Potter, eight-page press, with stereotyping equipment, old but capable of doing good work. A fine assortment of advertising type, galleys, brasses, etc. Will be sold at reasonable figures. Address PUBLISHER OF TIMES, Oklahoma City, Okla.

HELP WANTED

NAMES WANTED

Want first class women's names for mail order catalog lists. State price and quantity. "A. D. W.", care of Printers' Ink.

EXPORT JOURNAL needs energetic young advertising canvasser who knows something of South American trade. Box 62, care of Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1896. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—Drug Specialty Sales Manager for a reliable established house selling drug trade exclusively. Experience required in handling salesmen and customers by mail. Big field. Splendid opportunity for a producer. Give full particulars of past experience, present position and age, in confidence. Address "MANUFACTURER," 418 The Rookery, Chicago.

Advertising Representative Wanted for Canadian Trade Publications

Owning Six monthly trade publications, we have an opening for an Advertising Salesman. Good salary. Permanent position and excellent future for strictly first-class experienced man. Correspondence confidential. H. GAGNIER, LIMITED, Toronto, Canada.

Advertising Writers and Managers

wanted for Dry Goods and Department Stores. The retail dry goods trade affords the widest and, in many respects, most lucrative field for advertising workers. The Dry Goods Economist is the National Department Store Weekly Newspaper, and its "want page" is the logical medium for connecting employer and employee. Copy of "want" page free on request. Classified Advertising Department, Dry Goods Economist, 231 W. 39th St., N.Y.

A High Grade Sales Manager

is wanted by a New York corset concern. Applicant must be absolutely reliable, a man of energy and resourcefulness. Only live wire man who has had actual, successful experience in training, handling and maintaining a large force of agents in the field will be considered. Advertising experience not necessary, but desirable. Must be able to write good follow-up letters. A salary befitting ability will be paid besides other inducements to successful man. References required for careful investigation. Write giving complete information, to "M. F. S.," Box 29, care of Printers' Ink.

A large, well known engineering

publication has an opening in the East for an advertising representative who knows the subject of advertising thoroughly and can talk and write it convincingly. Experience is desirable but not imperative. No extraordinary salary will be paid at beginning, but merit will be liberally paid for when demonstrated. Only those who like to work and are certain of their ability to make good on a good proposition need apply. Address in own handwriting, stating age, business experience, qualifications and salary needed. Box No. 666, Care of Printers' Ink.

LANTERN SLIDES

Ad-Slides Compel Attention

IN THE MOTION PICTURE THEATRES. No waste circulation; your announcement in colors and "bigger than a billboard." A popular and inexpensive medium that is strictly co-operative with the dealer. Send for "Proof-Positive" and our complete service plan. THE NEOSHO SLIDE COMPANY, 103 Spring Street, Neosho, Mo.

MAIL LISTS.

MAIL LISTS composed by hand from real foundry type, two cents per line. Empire Type Foundry, Buffalo, N. Y.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PHOTOGRAPHS



HAND COLORED

For something extra fine—sort of a de luxe display ad—let us make you some big hand colored photos. Write for prices.

A. A. STONE CO., Cleveland, O.

POSITIONS WANTED

ADVERTISING MANAGER, employed, wants same position with publisher or manufacturer; 14 years' experience space selling, writing and placing advertising. "SPECIALIST," care of Printers' Ink.

MAGAZINE CIRCULATION MANAGER, TEN YEARS with leading Philadelphia publisher, will cash in his experience if made the right offer. Write me and I'll write you. "E.W.," care of Printers' Ink.

ADVERTISING SOLICITOR with six years' experience, four years on daily in city of 500,000. Now employed, but desires greater opportunity. Best reference. Splendid record. Address "L. C. M.," care of Printers' Ink.

EXPERIENCED NEWSPAPER AND MAGAZINE Advertising Man. Knows Canadian trade and methods. Speaks French. Successful selling record in U. S. Original result-pulling copy writer. "F. K.," care of Printers' Ink.

WANTED—on a live newspaper in a small city—by a young man, a position where executive ability and hard work will tell. College education, good advertising experience, some knowledge of publishing, familiarity with business methods. Box 3, care of Printers' Ink.

Advertising Solicitor

with splendid Trade Journal record desires position on journal circulating in larger field. Fine personality, absolute integrity, highest references. "ENERGETIC," care of Printers' Ink.

EXPERIENCED MAN, in trade paper advertising, desires position as advertising manager or assistant. Moderate salary to start but place where ability will be recognized and advancement given accordingly. Location, preferably New York City. All references. Address "EXPERIENCE," care Printers' Ink.

A YOUNG MAN with eight years' experience in general advertising and publication work desires position with large agency or publishing house, or as advertising manager for a manufacturing company. Technical education, broad salesmanship and business training. Executive ability. Understands all phases of high grade printing. Best of references. Address "ABILITY," care Printers' Ink.

STENOGRAPHER, YOUNG MAN, 22, rapid and accurate, 3 years' railroad experience, now private secretary to division official, wants to get with first-class agency or with advertising or general sales manager of large manufacturing concern, as private secretary. Hard student of advertising for past year. Good correspondent. Address, "ROKILAN," care of Printers' Ink.

CAPABLE advertising man, eight years' experience, married, seeks new position. Has both Agency and Advertising Manager experience. At present Advertising Manager and Assistant Sales Manager for half-million dollar automobile accessory corporation. Thoroughly dependable and of good habits. Rely on past records to convince prospective employers. Reason for changing, entirely personal. Address, "Advertising Manager," care of Printers' Ink.

I WANT to connect with some owner who needs a man whose loyalty, efficiency and integrity has made him valuable to two prominent publishers, but who desires to change where he would have opportunity to work into interest. Has had fourteen years experience. As advertising and circulation producer, and expense reducer, can satisfy any owner. Can furnish strongest references. Would only change where future is bright. Married, 35 years old, never drinks and produces business. Address "C.C.C.," care of Printers' Ink.

SUCCESSFUL SCHOOL SOLICITOR

WANTS LARGER FIELD

Have secured more school business in the past year than all the other solicitors in the South combined, and am in touch with the leading educational accounts in all parts of the country. Resourceful, Energetic, Experienced. Highest endorsement from present connections. Address "S.C.," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room—four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

TYPE AND PRINTERS' SUPPLIES.

BEST TYPE IN THE WORLD, all sizes, 6 to 72 point, 35c a pound. Not in the Trust. Complete printing plants furnished. Empire Type Foundry, Buffalo, N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1910, **22,618**. Best advertising medium in Alabama.
Montgomery, Advertiser, net average Feb., 1911, **18,310** dy; **23,194** Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, Times. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, **26,822**.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1909, **7,739**; average for 1910, **7,801**.
Meriden, Morning Record & Republican. Daily aver. 1909, **7,739**; 1910, **7,873**.
New Haven, Evening Register, daily. Aver. for 1910 (sworn) **19,094** daily 2c.; Sunday, **14,783**, 5c.
New London, Day, ev'g. Av. '10, **6,892**. 1st 6 mos. '11, **7,056**; double all other local papers combin'd.
New Haven, Union. Largest paid circulation. Average for 1910, **17,367**. Paper non-returnable.
Merwalk, Evening Hour. Average circulation 1910, **3,627**. Carries half page of wants.
Waterbury, Republican. Examined by A. A. regularly. 1910, Daily, **7,317**; Sunday, **7,750**.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily aver., 1st 6 mos. 1911—**88,326** (©©).

FLORIDA

Jacksonville, Metropolis, Dy, '10, **13,701**; Dec., '10, **14,469**. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago Examiner, average 1910, Sunday **624,607**, Daily **210,687**, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.
 The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.
 The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, News. Leading paper in field. Average year 1910, **6,164**.
Joliet, Herald, evening and Sunday morning. Aver. year ending June 30, 1911, **8,320**.
Peoria, Evening Star. Circulation for 1910, **21,143**.

INDIANA

South Bend, Tribune. Sworn average June, 1911, **13,061**. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, **9,404**. "All paid in advance."
Des Moines, Register & Leader (av. '10), **35,643**.
Evening Tribune, **19,103** (same ownership). Combined circulation **84,766**—**35%** larger than any other Iowa paper. Supreme in want ad field.
Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. **9,623**; Sun. **11,426**.
Washington, Eve. Journal. Only daily in county. **1,913** subscribers. All good people.
Waterloo, Evening Courier, 53d year; net av. June, '10-July, '11, **7,598**. Waterloo pop., **27,000**.

KENTUCKY

Lexington, Herald. Average 1910, **8,919**. "When you advertise in Lexington Herald, you cover Central Kentucky."
Louisville, Courier-Journal. Average 1910, daily, **22,504**. Sunday, **48,249**.
Louisville, The Times, evening daily, average for 1910 net paid **48,834**.

MAINE

Augusta, Kennebec Journal, daily average 1910, **9,319**. Largest and best cir. in Cent. Me.
Bangor, Commercial. Average for 1910, daily **10,199**.
Lewiston, Sun. Daily average first 6 mos. of 1911, **8,663**. Largest R. F. D. circulation.
Portland, Evening Express. Averagetor 1910, daily **16,936**. Sunday Telegram, **11,266**.

MARYLAND

Baltimore, American. Daily aver. year 1910, **80,266**; Sun., **104,903**. No return privilege.
Baltimore, News, daily. News Publishing Company. Average 1910, **32,408**. For August, 1911, **74,565**.
 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 188,043.

Sunday 1910, 321,878—Dec. av., 330,717. Advertising Totals: 1910, 7,922,108 lines Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest August of the *Boston Post*. Circulation averages: *Daily Post*, 359,886, gain of 8,062 copies per day over August, 1910. *Sunday Post*, 290,856, gain of 29,680 copies per Sunday over August, 1910.

Lawrence, Telegram, evening, 1910 av. 8,643. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. Jan. to June, '11, 18,880. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,360.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,686.

Daily average circulation for August, 1911, evening only, 78,200. Average Sunday circulation for August, 1911, 81,269. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 81,260. Average circulation of Sunday *Tribune* for same period, 81,523.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 128,109.

NEBRASKA

Lincoln, Dentsch-Amerikan Farmer weekly 140,221 for year ending Dec. 31, 1910

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,328; 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,769. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 64,658.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,787; daily, 46,284; **Enquirer,** evening, 33,276.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 103,353. For June, 1911, 116,698.

New York, The World. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 6,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1910, 19,248. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 6 mos. 1911, 13,829. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 6,102; P. M., 17,687) 23,789. Only paper in city which has permitted A. A. A. examination, and made public the report



Utica, National Electrical Contractor, mo
Average for 1910, 2,625.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly
Actual average for 1910, 9,076.

OHIO

Cuyahoga, Evening Telegraph. Daily average
for 1910 1,783. Journal, weekly, 976.
Cleveland, Plain Dealer. Est. 1841. Actual
average for 1910: Daily, 87,125; Sunday, 114,044.
For Aug., 1911, 99,791 daily; Sunday, 125,952.
Youngstown, Vindicator. D'y av., '10, 10,699;
LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahoman. Ave. August, 1911,
daily, 34,866; Sunday, 40,003.

PENNSYLVANIA

Erie, Times, daily. 21,531 average,
August, 1911. A larger guaranteed paid
circulation than all other Erie papers
combined. E. Katz, Special Agt., N. Y.
Johnstown, The Democrat is THE clas-
sified medium (circulating in a territory of over
200,000); three to one as compared with its com-
petitors.

Johnstown, Tribune. Average for
12 mos. 1910, 13,228. Mar., 1911,
14,383. Only evening paper in Johns-
town.

Philadelphia, The Press (©©) is
Philadelphia's Great Home News-
paper. Besides the Guarantee
Star, it has the Gold Marks and is
on the Roll of Honor—the three
most desirable distinctions for
any newspaper. Sworn average
circulation of the daily Press for August, 1911,
80,498; the Sunday Press, 166,515.

Washington, Reporter and Observer, circulation
average 1910, 12,396; May, '11, 12,691.

West Chester, Local News,
daily, W. H. Hodgson. Aver. for
1910, 16,828. In its 37th year.
Independent. Has Chester Co.,
and vicinity for its field. Devoted
to home news, hence is a home
paper. Chester County is second
in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; best me-
dium of anthracite field for advertising purposes.
York, Dispatch and Daily. Average for 1910,
16,787.

RHODE ISLAND

Pawtucket, Evening Times. Average circula-
tion 9 mos. ending Apr. 30, '11, 20,028—sworn.

Providence, Daily Journal. Average
for 1910, 22,788 (©©). Sunday, 30,711
(©©). Evening Bulletin, 48,323 aver-
age 1910.

Westerly, Daily Sun, George H. Utter, pub.
Circulates in Conn. and R. I. Cir., 1910, 6,423.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual
daily average 1910, 6,460.

TEXAS

El Paso, Herald, year 1910, 11,551. Only
El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. Only paper in city. Av.
1910, 5,635. Examined by A. A. A.
Montpelier, Argus, d'y., av. 1910, 3,215. Only
Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, The Bee. Aver. July, 1911, 5,065,
August, '11, 5,150. Largest circ. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (©©)
is the metropolitan daily of Seattle
and the Pacific Northwest. It
combines with its 1910 circ. of
64,741 daily, 84,203 Sunday, rare
quality. It is a gold mark paper
of the first degree. Quality and
quantity circulation means great productive value
to the advertiser. The Times carried in 1910,
12,328,818 lines, beating its nearest competitor
by 2,701,284 lines.
Tacoma, Ledger. Average year 1910, daily,
18,967. Sunday, 27,548.
Tacoma, News. Average for year 1910,
19,212.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average
May, 1911, 3,956. Established over 40 years ago.
Janesville, Gazette. Daily average, August,
1911, daily 8,639; semi-weekly, 1,647.
Madison, State Journal, daily. Actual aver-
age for April, 1911, 7,147.

Milwaukee, The Evening Wis-
consin, daily. Average daily cir-
culation for first six months of
1911, 44,000. Average daily gain
over first six months of '10, 3,823.
Average daily circulation for June,
1911, 45,438 copies. The Evening
Wisconsin's circulation is a home circulation
that counts, and without question enters more
actual homes than any other Milwaukee paper.
Every leading local business house uses "full
copy." Every leading foreign advertiser uses
Milwaukee's popular home paper. Minimum
rate 5 cents per line. Chas H Eddy, Foreign
Rep., 5024 Metropolitan Bldg., New York. Eddy
& Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, The Milwaukee
Journal (eve.) Daily Av. circ.
for 12 mos., 64,627. Daily circ. for
month of Aug., 66,248. Daily gain
over Aug., 1910, 3,138. Goes to
over 60% of the Milwaukee homes.
More city circ. than any two other
Milwaukee papers combined. More city circ.
than any other paper has total circ. More city
circ. daily than the total of any Sunday paper.
Journal leads in both Classified and Display ad-
vertising. Rate 7c. per line flat. C. D. Bertolet,
Mgr. Foreign, 1101-10 Boyce Bldg., Chicago;
J. F. Antisdal, 366 Fifth Ave., N. Y. City.

Racine, Daily Journal. June, 1911, circula-
tion, 5,661. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.
Actual weekly average for year
ended Dec. 31, 1910, 61,527.
Larger circulation in Wisconsin
than any other paper. Adv.
\$4.20 an inch. N. Y. Office.
41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av-
erage for 1910, daily, 46,181; daily July, 1911,
65,842; weekly 1910, 26,446; July, 1911, 37,660.
Winnipeg, Der Nordwesten. Canada's National
German weekly. Av. 1910, 18,486. Rates 50c. in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario.
Times Journal, daily average, 1910, 3,153.

QUEBEC, CAN.

Montreal, La Presse. Daily average for
August 1911, 104,144. Largest in Canada
Montreal, La Patrie. Ave. 1910, daily—43,114;
Sat., 66,820. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE *Indianapolis Star*, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1910 printed a total of 479,677 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION



THE *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in August, '11, amounted to 287,012 lines. The number of individual advertisements published was 35,991. Rates: 1 cent a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in Aug., 1911, amounted to 245,042 lines; the number of individual ads published was 28,163. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (☉☉). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (☉☉.)

ILLINOIS

Bakers' Helper (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (☉☉). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (☉☉). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston Evening Transcript (☉☉), established 1850. The only gold mark daily in Boston. Worcester L'Opinion Publique (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Brooklyn Eagle (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (☉☉) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (☉☉). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York Times (☉☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The Press (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. July, 1911, sworn net average, Daily, 81,236; Sunday, 167,288.

THE PITTSBURG DISPATCH

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), only morning paper among 600,000 people.

TENNESSEE.

The Memphis Commercial-Appeal (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

In the Advertising Clearing-House

"I am but a gatherer and disposer of other men's stuff."—*Sir Henry Wotton.*

By John Irving Romer

Editor of PRINTERS' INK.

Generally speaking, I believe it is accepted as good advertising policy to talk only in the present tense. Occasionally—not too often—a dip into the past is all right, just so your public may not forget your accomplishments and achievements, looking out that you do not reminisce to the point of tiresomeness. But most hazardous of all is dealing in futures—promising things not yet wholly realized. I was nearly two years trying to persuade Gibbs to write the inside story of the National Cash Register Company. It is hard to make a busy man "see" a thing of that kind, involving so much of his own personal time and effort. But when he finally put it over the plate, we immediately had one of the biggest hits that PRINTERS' INK, or Gibbs himself has ever made. Now we have a few more features of that kind coming and I want to tell you about them.

* * *

"Breaking into the New York Market" is a subject that has been at the head of my list of forty "eligibles"—that is, topics that I knew business men want more information about. Here, in the metropolis, is at once the most difficult and the most desirable market in the whole country. Here is a compact population of 4,500,000 out of a total population for the entire United States of 90,000,000. It has untold wealth. It will absorb an unlimited amount of luxuries, it has the price to buy anything under heaven that it may happen to fancy. There's the rub: how to make the heedless, absorbed, rushed—perhaps provincial—public in this greatest American city *want what you have to sell them.* The dealer problem is also peculiarly intricate and baffling. Some manufacturers divide the country for purposes of

distribution and advertising into two sections: New York and—all the rest.

Mr. Old-Established Manufacturer, are you getting the same proportion of business out of New York that you are out of the rest of the country, population and sales-possibilities considered? Are you *satisfied* with your trade here?

Mr. Manufacturer, with new lines of goods, are you finding it difficult to get a foothold in New York? Is the dealer indifferent and skeptical, the public cold and unresponsive to methods that "go" in other parts of the country? Yet other manufacturers—your competitors possibly—are doing a great business here. I know of one manufacturer, with nationwide distribution too, who is unloading *one-sixth* of his factory output right in this same cold-blooded, tight, little burg.

Yes, it's no child's problem and I know there is a general desire for "the inside insides" of the situation. I have been looking for some months for the right man to handle this big question of breaking into the New York market to the satisfaction of PRINTERS' INK's readers. And I have found him in the person of W. R. Hotchkiss, for ten years advertising manager of John Wanamaker and now advertising director of Gimbel Brothers New York store.

* * *

You know how diverse and representative are the lines of goods handled by the modern department store. You know how the manufacturers' salesmen fill up the department buyers' reception rooms. You know how close the department store advertising man—the right type of man, of course—is to his public. He pushes a button and the women, yes, the men, come in droves. And I know of no department store ad-

vertising man who works closer to his public and *closer to the manufacturer*—sharing his problems and ambitions—than Mr. Hotchkin. The way I happened to find that out was that for seven years I was on the other side of the fence from Mr. Hotchkin, selling goods in competition with one of his pet lines.

He knows the story of distribution, and sales, and advertising in New York and he is going to lift the curtain for the benefit of PRINTERS' INK's readers. The first installments of his series are already in a drawer in my desk and they will start in a week or so.

* * *

But the Hotchkin articles are not the only ones in sight.

PRINTERS' INK has a home office editorial staff of six men. These men are more than writers—they are investigators. They often take a long time just to chase up and capture a single fact. All that I insist upon is that it shall be a fact and that it shall be worth while. When one of our staff started his series on "The Ins and Outs of Sampling," it was only after a long and patient investigation, involving interviews with many people in many lines of business. When the series started some advertising men said: "You are hurting the advertising business. If the facts in regard to sampling ever become generally known, advertising will suffer."

I replied: "I don't believe it. The truth never yet hurt any just cause."

Now we are to have a series of articles on the use of *premiums* in promoting sales. Have you any conception of how big this industry is, of the big things that are being done in it every day? We shall try to give an uncolored, unprejudiced view of the situation. It is information that every advertiser and every business man ought to have. No matter what line of business an advertising man may be in to-day, he cannot know how this premium proposition is going to jump up and con-

front him to-morrow. It is just as well for him to commence to get his ideas formulated now. Forewarned is forearmed.

The narrow-minded may protest against opening up subjects of this kind. But I claim that if an advertising man has a proposition so intrinsically weak that it won't stand letting in the daylight upon it from every conceivable angle, then his first job ought to be a house-cleaning. The premium articles are in type and will start shortly.

* * *

What is an advertising man anyway? Isn't he a man who is engaged in making sales grow? I contend that if he limits his horizon to the technical details of advertising *per se*, then he is a poor apology for an advertising man. So in PRINTERS' INK we take up themes that the old type of "copy-chaser" never knew anything about and never cared anything about. We want to know what it is that makes the wheels go round, let the quest take us where it will. The big successes in the advertising world are to-day being conducted right on that line. Incidentally, PRINTERS' INK has made a modest success simply by grasping and interpreting that idea for business men who are literally hungry for information that will help them to become better and bigger business men. No one man knows it all.

* * *

Other features coming are:

A series of articles on how to make trade paper copy better and more productive.

A series on printing and typography from the advertiser's standpoint.

W. H. Ingersoll, advertising manager of R. H. Ingersoll & Bro. (Ingersoll Dollar Watch), will tell about the building up of that concern from a small beginning and the principles back of it.

James H. Collins will throw light on getting and handling country trade.

Illustrations in advertising will be handled from new and interesting angles.

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Oct. 5, 1911

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Aluminotypes

The new and best method
for making printing plates

ALUMINOTYPES are *sharper*,
harder, print *better* and run *longer*
than electrotypes. They will not rust
nor corrode and lay ink like nickeltypes.

Aluminotype adver-
tising plates are shipped
to newspapers and
dealers at about the same
expense of forward-
ing mats or less than
 $\frac{1}{3}$ of the expense of
 $\frac{1}{3}$ shipping electros
or stereos.

Book Publishers,
Mail Order Houses, in
fact publishers of any
kind (even though you
now make your own
plates) can obtain shop-
rights and make
Aluminotypes at about
 $\frac{1}{2}$ the present cost.

The Rapid Electrotypes Co.
CINCINNATI

The Canadian vote on Reciprocity should not be misunderstood.

The result emphasizes, more than anything else, the unparalleled growth and prosperity of every Province in the Dominion.

**Some J. J. Gibbons
Advertising:—**

Sunlight Soap
Fry's Cocoa
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Waltham Watches
Sun Fire Insurance
B. D. V. Tobaccos
Everitt "50"
Thermos Bottle
Coats' Plymouth Gin
Vapo-Cresolene
Canada Life Assurance
Vestal Olive Oil
Regal Lager
"Crown" Corn Syrup
Convicto Port
Hine's Brandy
Wire & Cable Company
Acme Fences
Benson's Starch
Melotte Cream Separator
Fowler People of Oshawa
"Nag" Mineral Water
Rogers' Coal
Shiloh's Cure
Dodge Pulleys
Vinolia
M. L. Paints
Tudhope of Orillia
Reindeer Condensed Milk
Crompton Corsets
"Ideal" Metal Beds
Folo Polishers
Paterason's Cough Drops
Century Salt
Premier Separators
Dominion Organs and Pianos
Moco Fabrics
City Dairy
Peerless Incubators
Empire Fences
Vicker's London Dry Gin
Brantford Carriages
Floorglaze
Wainfield Hats
Celluloid Starch
Queen Quality Silk
Page Wire Fences
Manson Campbell Co.
Canadian General Electric Co.
Belanger's Plows
Semi Ready Clothing
McDonnell's Pumps
Capitol Farm Implements
Rogers—the Cement Man
Drummond Dairy Supplies
Cockshut Plow Co.
Lifebuoy Soap
Canada Poultry Yards
St. Charles Cream
Father Morrissey Remedies
Adams Wagon
"Comfort" Lye
Perfection Scotch
Gunn's Eggs
London Feathers
Ontario Wind Mills
Keegan's Irish
Remy Martin's Brandy
Readicut Houses
Lux
Whitcomb Collieries
"H. B. K." Gloves, etc.
No. Electric Rural Telephones

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